

Carmel Valley Outlook



EVE AND HARPER Brown reflect personal creativity and resourcefulness in their home garden. A unified composition of plants, trees, animals, rock formations and sculpture, the garden is a source of artistic surprises and delights.

32 Pages CARMEL VALLEY, CALIF. 15c

VOL. XIII, NO. 13

MARCH 28, 1974

The town crier

Suicide Prevention

The Monterey County Suicide Prevention Center is looking for new volunteers to add to its staff.

Instruction for new volunteers will commence April 22 and will continue each Monday and Thursday until May 27. The course consists of lectures, study discussion groups, practice call sessions and a final examination and evaluation session. All volunteers will be expected to give four hours a week phone duty during the daytime and week-end hours.

Applicants may obtain further details by calling 373-0713 or 373-6363.

Audubon activities

The Audubon Society has announced that a "moderate" hike up Laureles Ridge on the north side of Carmel Valley will be led by Doyt Early on Sunday, March 31. Participants are urged to bring lunch and water and to wear boots, if possible.

Meeting time is 9 a.m. behind Brinton's or 9:30 a.m. at the Bank America parking lot in Carmel Valley Village.

The Society is also holding a new members' meeting at 7:30 p.m. on Friday, April 5 at the home of Alice Goulding on 4th and Randall in Carmel. All those who have joined the Sierra Club recently, as well as "old" members are urged to attend. Chapter Chairman Rudd Crawford will discuss the Ventana Chapter's activities.

Impeachment

"Should Our President Be Impeached?" will be the topic for a panel discussion in the Community Room of the Monterey Public Library at 7:30 p.m. on Tuesday, April 2.

Panelists will be Morgan Flagg, a Monterey businessman seeking the Democratic nomination to Congress, and Karl V. Christensen, vice president of Major Farm, Inc. Moderator will be Mel Vercoe, Director of Monterey Peninsula Forum, the sponsoring organization. There will be no charge for admission. Those attending will be encouraged to take part in the discussion.

'Gold Rush Days' benefit

Winnie-the-Pooh Auxiliary of Children's Home Society invites you to their fifth annual California Gold Rush Days Party to be held on March 30 at 7 p.m. at the Carmel Art Association Gallery (Dolores and 6th in Carmel.)

A donation of \$3 per person includes admission, a buffet dinner and two gambling chips, which might win one of many nice gifts. Western, Mexican or early California dress is encouraged, but certainly not necessary.

All proceeds will go to furthering the functions of Children's Home Society. Tickets may be purchased at the door or from any of the members of the Winnie-the-Pooh Auxiliary prior to the party. We hope to see you there.

Nominate for NPS scholarships

Following a successful fund raising campaign, the Naval Postgraduate School Foundation, Inc., has announced that substantial cash scholarships are available to dependents of Naval Postgraduate School personnel.

Eligible for the awards are high school seniors and previous winners who are the dependents of Naval Postgraduate School students, faculty, military staff and appropriated fund civilian employees. Awards will be made on the basis of merit.

Any person may nominate students who meet the eligibility requirements. The nominee need not be a relative or connected with the Postgraduate School in an official capacity. Submit the name of your nominees to Superintendent (006), Naval Postgraduate School, Monterey, CA 93940, or call 646-2023. The deadline for submission of applications is May 1, and winners will be announced shortly thereafter.

Korean veterans sought

The Korean Light, Inc. is seeking names of American military veterans who served in Korea since August 1945 to thank them for helping Korea gain its freedom.

Korean veterans are asked to send their name and address, dates of service in Korea, military unit and rank to: KOREAN LIGHT, INC., P.O. BOX 950 El Segundo, Calif. 90245

Personalized letters of appreciation from Korea are being sent to American Veterans of Korea as a part of commemoration of 20 years of freedom and prosperity since the Armistice between the Republic of Korea and Communist North Korea.

GUEST EDITORIAL

By ROBERT MISKIMON

LAST WEEK'S continued hearings by the Public Utilities Commission on the adequacy of water supplies for the Monterey Peninsula point to the need for a determination of an area holding capacity.

This was suggested some time ago by Supervisor Willard Branson, as a means by which county and local governments could develop a long-range planning concept related to the optimum population of the Monterey Peninsula.

Although nothing, apparently, has come of this suggestion since it was first made, it has been incorporated into regional planning processes in such densely-populated areas as the San Francisco Bay Area.

The concept is simple: through public hearings and input, develop some generally satisfactory figure for optimum population, and then relate all other planning concepts to this fundamental notion. This seems the most direct and effective means for controlling the kind of over-development which has threatened this and other areas.

With the resumption of hearings on the amount of water in the Carmel River aquifer, it becomes more and more obvious as the statistics are juggled back and forth that water resources must be measured against population -- whatever the extent of the water resources.

If there is adequate water on the Peninsula to support its present population, then there must be efforts made to determine what demands will be placed on water resources by new development. If there is not adequate water, the same determination must be made.

LETTER TO THE EDITOR

Dear Editor:

A number of local residents, myself included, have been somewhat puzzled and concerned over the construction on Carmel Valley Road between Wills Fargo Restaurant and Town & Country Properties.

To my knowledge, no permits have been issued for the use of this site, yet there is some talk that a laundromat may be operated within the facility now being built. Is a laundromat really appropriate for this part of town, in which some of our most historic and charming buildings are located?

MRS. REGINA NYE
Carmel Valley

Editors note:

The construction you and others have observed on the property described in your letter is being done in accordance with a building permit granted by the Planning Commission of March 15, 1974. At that time, when J.C. Chaplis had the building designs approved for stores and offices, mention was made of the possibility of a laundromat operation being located in a part of the building, according to Bob Slimmon, zoning administrator.

An application for a use permit which would allow the laundromat facility has been filed, and the matter is scheduled for a public hearing before the Zoning Administrator on April 11 at 2:10 p.m. in the courthouse in Salinas.

The primary issue for concern is the "extremely large amount of water and waste water involved," stated Slimmon. The Health Department will make its recommendation on the matter to the zoning administrator in the near future.

THE PROPOSAL to construct a \$40 million new dam on the upper Carmel River doesn't make any sense at all unless the question of "How much water is there?" is not only answered but also related to the question of "What is to be the optimum population served by available water supplies?"

As was indicated during last week's hearings before the P.U.C., the California-American Water Co. has gathered considerable statistics to be digested. One of the most interesting bits of information brought forward was the fact water consumption dropped on the Peninsula last year.

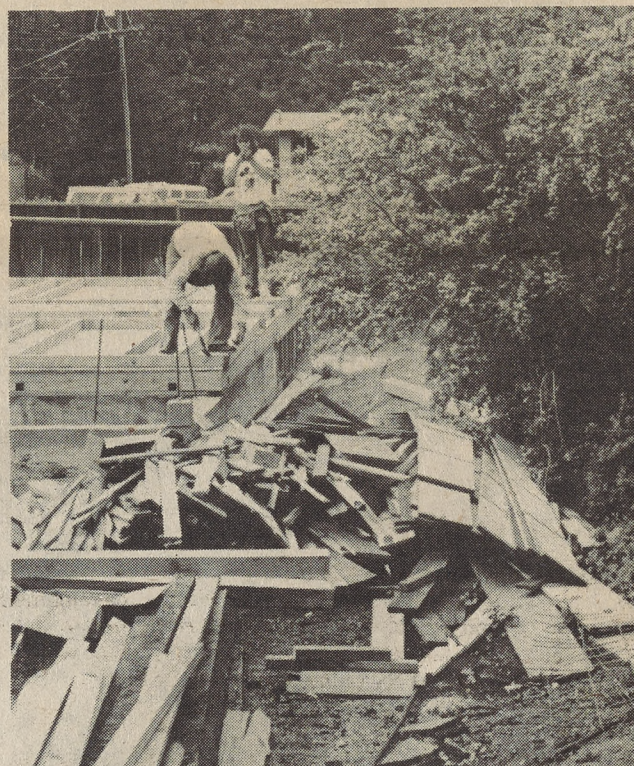
As was pointed out by the Ventana Chapter of the Sierra Club, this fact, in isolation, means nothing. If it is taken in the light that last year was an exceptionally wet one, then the question remains unanswered whether water consumption would go up or down in an unusually dry year.

And that question, of course, is central to deciding whether there is enough water to meet current demands.

Once the available water supplies on the Monterey Peninsula are inventoried, as they will be the joint study undertaken by the Zone 11 Water Advisory Committee, the State Department of Water Resources, and Cal-Am, the answer to the water crisis will not be at hand.

The next step should then be the laborious and time-consuming attempt to determine the area holding capacity rests with local and county government, which should enlist the public's cooperation and participation.

Not only will the water crisis be put in perspective by agreeing on an area holding capacity, but other planning decisions in the distant future will be seen in the light of the ultimate test of quality of life.



CONSTRUCTION WORKERS are busy building a store and office building between Wills Fargo Restaurant and Town & Country Properties on Carmel Valley Road.

Schedule of public meetings

CVPOA: The Carmel Valley Property Owners' Association will meet at the C.V. Community Center on Ford Road at 8 p.m. on Wednesday, April 3. Items for discussion include a replacement for Vicky Gibson, who has resigned as a director of the board. Reports will be presented on the Meharry Development and on the corporation yard and compaction plant site. Other items to be covered include the multi-purpose dam, Hatton Canyon Road and the holding capacity of the Valley.

Coastal Commission: The Central Coast Regional Coastal Zone Conservation Commission has scheduled a meeting for 10 a.m., April 1 in the Community Room, Half Moon Bay Public Library at the corner of Correas and Church Streets in Half Moon Bay. Following consent and administrative permits, permit matters scheduled for hearings and voting will be brought before the Commission.

Board of Supervisors: The Board of Supervisors will hold their regular meeting at 10 a.m. in the county courthouse in Salinas on Tuesday, April 2.

House numbering plan approved

A house numbering plan was approved for property in the upper Carmel Valley during the Planning Commission meeting held in Salinas Wednesday, March 27. The numbering system will apply to property on both sides of the Carmel Valley from Scarlett Road to and including the Los Tulares Subdivision.

Carmel Valley Outlook

A LEGAL NEWSPAPER

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Changes in CHS instructional program approved

Approval of several changes in the instructional program at Carmel High School for academic year 1974-75 was given by the school board during their meeting on March 27.

Increased options will be available to students in the social studies, science, language, productive arts and business education departments. Despite efforts to modify the requirements and accreditation system for physical education, no changes were approved.

Graduation requirements in the science department were amended to require students, starting with the present 9th grade class, to take 1½ years of the subject. According to policy followed until now, students have been compelled to complete two full years of science. Marine biology, a one-semester course which formerly had prerequisites, will be opened to all students in grades 9-12 without prerequisites. (The board held action to determine whether prerequisites were to be required for Biology II until further investigation of the matter is made.)

In the social studies department, three new one-semester courses will replace the current World Culture offering. Of the new courses, Asian Cultures, Western Cultures and Rising Cultures, two will be required for students during their freshman or sophomore year. New courses in economics and personal psychology are planned, although no staff members have been hired to teach these courses as yet.

"You're going to get credit for what you do in physical education," simplified one parent, after lengthy discussion of alternatives to the present policies of the P.E. department. Any course that is part of the regular physical education curriculum, i.e., the core program for freshman and sophomores and all of the electives, will be credit courses, the board confirmed. In addition, after-school sports participation will be awarded P.E. credit.

Changes approved for the language department include the offering of advanced Spanish on a two-tiered basis, wherein certain common skills would be developed in both classes, but different mediums would be utilized. For example, one

class might focus on sports while the other centered on foreign cooking. These courses will replace Spanish III and IV.

In the productive arts, an advanced oil painting class to be conducted simultaneously with a sculpture class was ap-



BOYS PARTICIPATING in team sports need to develop skills in individual, physical pursuits which can be followed in later life, it was argued at the school board meeting. The effort to withhold P.E. credit for student participation in after-school sports was defeated.

proved. The home economics program was modified to include clothing-fabrics as a course offered in the fall only and foods-home management-design as a spring offering. Students will be able to pursue individual, advanced work through a new course entitled "advanced problems in home economics."

"Cooperative office and distributive education" was approved as a replacement for "office practice," the currently offered fieldwork course in business. C.H.S. Principal Kenneth Bullock stated that 400 letters had been written this past week asking for cooperation from local businessmen in providing retail sales and office experience for interested students.

In other action, the board voted to authorize preregistration of students in the alternate school program for the 1974-75 school year. According to Superintendent Harris Taylor, "Preregistration is the only way the district can determine how many teachers and classrooms will be required to support the program."

A Physical Education Guide for grades K-12, delineating goals and content course was approved for adoption by the school district. Recommended by the district Physical Education Committee during the 1971-72 school year, the guide had been previously approved by the Citizens' Physical Education Committee and the District Administrative Council.

The board authorized the continuation of a lease to permit continued use of the Carmel Valley Youth Center swimming pool. The renewal agreement will be in effect April 9, 1974 through April 9, 1979.

Appointment of a District Safety Officer to supervise the state and federal Occupational Safety and Health Act program was made by the board in other action. Edward Goodrick, currently director of operations, will oversee compliance with the code throughout the school district. "Within two years, I think we'll be up to code all around," Goodrick projected.

Fair board approves increase in premiums

A total of \$73,567 to be offered as premiums by the Monterey County Fair and National Horse show this Year was approved when the fair board met recently.

This means an increase of some \$5,000 over premiums offered last year.

Classes and categories in which prize money can be

won by Fair and Horse Show entrants will be listed in two premium books which are being prepared for distribution to former entrants and all other interested people.

This summer, the Fair will take place July 23-28, with the Horse Show following Aug. 6-11.

Ms. Neill triumphs in swimming intercollegiates

As the national swimming championships of the Association of Intercollegiate Athletics for Women drew to a close recently at Pennsylvania State University, Kathy Neill of Carmel Valley was enjoying the sweet taste of victory.

Confronted with stiff competition posed by eight Olympic swimmers and contestants from 91 colleges, Ms. Neill placed 10th in the 100 yd. backstroke event and showed admirably in the 50 yd. backstroke competition.

A freshman at the University of California at Davis, Ms. Neill was accompanied by coach Charlie Wade and her teammates, the Aggie Mermaids: Cookie Arrighi (San Rafael), Mary Hendrickson (Santa Clara) and Jan Erickson

(Walnut Creek).

Ms. Arrighi, a contestant in the 1973 University World Games, placed 8th in the 100 yd. solo butterfly event and 11th in the 110 yd. individual medley. Ms. Hendrickson competed in the 100 yd., 200 yd. and 400 yd. freestyle races and Ms. Erickson met the challenge of the 50 yd. butterfly event.

Commented Ms. Neill, "Considering the competition, I think our team did pretty well." The fact that the team consisted of three freshmen and one sophomore is an indication that Ms. Neill and her teammates may fare even better in next year's competition.

carmel valley yesterdays

10 years ago

March 25, 1964

PLANNERS ENDORSE PLAN

The second public hearing on the Area General Plan will be held tomorrow March 26 at 8 p.m. in the City Council Chambers on the corner of Pacific and Madison Streets in Monterey.

County Planning Commissioner Keith Evans, who is also chairman of the Area Planning Commission, said last week during an address to the League of Women Voters that he believes the Area General Plan, when presented to PlanCom, will be adopted with only minor reservations. "There is nothing in the plan," he stated, "that reasonable people cannot sit down together and work out."

The Area Plan, according to Evans, should eventually be incorporated into the Monterey County Master Plan, giving added strength to both documents. The County Master Plan is almost ready for adoption, he said, and pointed out that fewer than a quarter of California counties have an official plan, so that Monterey County, if not in the planning forefront, is ahead of most counties.

5 years ago

March 26, 1969

COAST PROTECTION TOPIC FOR STATE LEGISLATORS

Legislation for the protection of the California coastline will be discussed by two legislators at a meeting sponsored by the Sierra Club, Ventana Chapter, and the Monterey Peninsula Chamber of Commerce in Brey Hall, Carmel High School at 8 p.m.

Senator Donald Grunsky and Assemblyman Alan Pattee will talk on the proposed protection which was initiated

before January 29, and the Santa Barbara disaster.

Importance of unpolluted water to development of marine research will be told by Dr. John Phillips, director of Stanford's Hopkins Marine Station.

NEW GOLF COURSE HOPES TO OPEN BY END OF YEAR

Shooting for an opening date in early November or December, Nick Lombardo hopes to have his newest golf course, Rancho Canada, in operation and ready for golf enthusiasts at that time.

Two years of background work went into the planning of this public course before work commenced six weeks ago. The rains and river did not contribute to the work schedule as 100,000 yards of dirt were washed away.

According to Lombardo the 18-hole course is open to the public with annual rates for local people "in amounts relatively modest."

BEAUTIFICATION BEGINS AT CENTER

The first of several planned improvements was accomplished at the Carmel Valley Community Youth Center with the paving of the front entrance to the building last week.

The Center will be painted outside in April, according to Gordon Harlander, president of the organization. Paint will be donated by Murphy Lumber Co., and labor will be provided by Valley residents of the Schilling Spice Division of McCormick Co., Ltd., of Salinas.

CHANGES IN CARE OF MENTALLY ILL EXPLAINED

Various aspects of the Lanterman-Petris Short Act to become effective July 1, 1969, and their effect on the Monterey County

were explained by Dr. W.K. Rubrecht, Monterey County Mental Health Services Program Chief, during the meeting in Carmel last week of the board of directors of the county Association for Mental Health.

Dr. Rubrecht told the group of the changes in California in care of the mentally ill which will be activated by the new legislation. His remarks covered the changes in methods of commitment, both voluntary and involuntary, of mentally ill persons.

He discussed with the group the requirements for counties of 100,000 population or more to provide mental health services, the current lack of facilities and staff in Monterey County and the plans and goals to be implemented by this county.

"While the law makes sweeping changes in California's care for the mentally ill in placing the responsibility on the counties, at the same time the state assumes a portion of the expense; it allows some freedom of application," Rubrecht said.

1 year ago

April 5, 1973

NEW AREA PLAN PERMITS 100,000 PEOPLE IN VALLEY?

Directors of the Carmel Valley Property Owners Association voted unanimously last night to urge the Monterey Peninsula Area Planning Commission to conduct a study on the holding capacity of Carmel Valley.

Until it is known how many people this area can accommodate comfortably, directors said, the Area Planning Commission should not make any changes in the existing Carmel Valley Master Plan.

The CVPOA directors were sharply critical of the proposed new Peninsula Area Plan, which indicates a potential population of over 100,000 for Carmel Valley, based on

"incentive credit" for developers to cluster housing on hillsides.

The present Carmel Valley Master Plan would permit an ultimate population of around 60,000, based on a general pattern of one home per acre on land up to a 30 per cent slope, and one home for every 2½ acres above that. This plan does not coincide with existing zoning, which is almost entirely one unit per acre throughout the Valley, regardless of slope.

CVPOA President Bill Brown said that several people have protested the potential increase in density at hearings before the Area Planning Commission "and nothing ever happens. Everyone keeps screaming about it, but they don't listen."

VALLEY RANCHERS BEEF OVER BOYCOTT

Carmel Valley ranchers are reacting to this week's meat boycott with a mixture of frustration and stoicism.

Frustration because they feel the public protest over the price of beef is coming just as many ranchers are realizing their first real profits from cattle in many years.

Stoicism because they don't think the boycott is going to have any long-term effect anyway.

"The boycott basically just means that people don't want to pay the present prices in the store," John Marble, owner of the vast Rana Creek in upper Carmel Valley, says.

"But meat prices are not historically high right now. If you go back for a 20-year period, you'll find that beef was selling way low. Until the end of '72, cattlemen were getting less for cattle than they did in 1951."

During that same period, Marble continues, prices on equipment have shot up so that a new tractor costs four times today what it did 20 years ago.

Tantamount Theater: equal time for all arts

By TRICIA GORMAN

"A PERSON in the arts should be able to turn his hand to any design skill to earn a living. An artist must be flexible; he can't always survive on his art alone."

Francois Martin and John Ralph Geddis of Carmel Valley's Tantamount Theater live their philosophy. Now running a movie house, both men are actors and puppeteers who have worn many hats.

When remodeling their Tantamount Theater in 1956, they did everything—plastering, designing, painting and laying the hardwood floor, "all with approval and supervision, of course," they said.

Once in operation, the two have carried on all aspects of running the cinema themselves: from booking the films and writing and placing the ads to printing up the handbills and projecting the movies. They even serve as their own parking attendants.

"An artist must be able to do for himself. He must be versatile," Francois said.

Both men have been involved in the performing arts from an early age. Ralph, originally from San Jose, was an actor, dancer and theater technician with the Jack Russell Burlesque Company. They were housed at Ye Old Liberty Playhouse, "the first theater in the United States with a revolving theater," Ralph says.

"Ye Old Liberty was a celebrated early American theater. We had an illuminated platform and a 30-foot runway. The girls sang songs like 'Just a Song at Twilight,' and 'Japanese Sandman.' Of course, we were an 'evil' house, being burlesque." Ralph was 14.

In 1924 he began coming to Carmel in the summers to play in the Forest Theater. His first play there was "Prunella," which also starred Marion Todd (nee Boke). Ralph had been to Carmel many times before he started coming as an actor. He started visiting his uncle as early as 1914 when "Ocean Avenue wasn't even paved, when there was a boardwalk and there were only two places to shop—Schweninger's grocery and Curtis' candy shop."

In the late 1920's he danced with the

Lewisohn Neighborhood Playhouse in New York. Later he was featured in three Lewisohn dance dramas with Martha Graham.

After high school, he received a scholarship to study with Ellen Van Volkenburg Browne at the San Francisco School of Theater. She later taught, acted and directed at the original Golden Bough Theater when it was run by Edward Kuster.

FRANCOIS MARTIN was also exposed to the world of theater as a child. Born in Santa Barbara, he saw many traveling theater shows—"they used to visit the smallest towns back then."

Santa Barbara was the home of the first movie studio in the West, a precursor of the Hollywood yet to come. At six years of age, he acted as an extra in films for the "Flying A" studio.

"It was very exciting. We would get \$10 a day and sometimes we would just stand around for days waiting for our part to come up. It was great money for a kid."

Francois has a very vivid memory of the making of de Mille's "Ten Commandments."

"They were filming in the sand dunes in north Santa Barbara. Every day flatbed trucks would pass my house with a part of the sphinx displayed. One day his paw would go past, the next day, his head. You really couldn't help but absorb the movie atmosphere if you lived in Santa Barbara in those days. It was all around you."

He became involved in dramatic productions in high school and continued attending the traveling stock theater productions every spring and summer. He eventually got a scholarship in theater and attended the Community School of Arts in Santa Barbara.

He studied voice, design, acting, and painting at the same time. He has continued with the painting all these years, though he has never shown his work.

It was in Boston that Francois and Ralph met. They had both known each other by reputation and when they finally met they decided to pool their resources and open a

puppet theater. They were both in their early 20's.

Punch's Workshop Theater was on Joy Street on Beacon Hill in Boston. For \$50 they bought an old carpenter's loft and turned it into a theater seating 45 people.

"It was entirely successful. Boston was the proper place for our theater, it being a cultural hub of America. Our audience was composed of professors, writers and artists."

The theater was an adult theater, presenting full-length plays of Moliere and Shakespeare. They also produced many American classics, including "Uncle Tom's Cabin" in its full 28 scenes, and "Rip Van Winkle."

"Having puppet theater as an adult's theater was only returning the art of puppetry to its original form, as it had been in the 16th and 17th Centuries," Francois commented. "In the 18th Century, puppetry entered the nursery and has never entirely recovered since."

"We believe the puppet is an actor," he said. "Puppeteers must be able to act in order to understand how to maneuver a puppet to act. It takes us six months to train an already accomplished actor in the art of puppetry."

FRANCOIS EXPLAINED the hand puppet is a better actor than the marionette.

"The puppet is more controlled when he speaks his lines. Acting is transmitted through the arm more electrically with puppets. The marionette is at the mercy of his strings. He almost becomes a novelty, a rough duplication of human action."

He said the puppet is much more subtle. Its action can be controlled "quietly" so that he becomes an abstraction, like dancing. "A puppet is much more believable," he said.

Francois and Ralph made their puppets themselves, using wooden heads and cloth-sewn bodies. They also wrote their own productions, or adapted works already written.

"We were the only puppet theater that has ever been sponsored by the Music Theater of Harvard University and the first puppeteers ever to perform on the Harvard campus."

In 1949 they returned to California to set up another puppet theater in Francois' home town, Santa Barbara. They also set up an experimental art gallery affiliated with the Santa Barbara Art Museum and formed a company of dance buffs to bring in outside dance groups to perform.

At one point, Martha Graham came and spoke to their group. Someone asked her where she got the inspiration for her dances, and she pointed to the silent puppet stage behind her.

She explained that the point of departure for her abstract dance was the puppet.

"I started dancing as a natural outgrowth of my infatuation with puppets," she said.

Francois and Ralph came to Carmel in 1954 to run an Artists in Residence program sponsored by the Cherry Foundation. While on the Peninsula they looked around for a building to buy and turn into a theater.

In 1956 they bought Carmel Valley's combination theater-community hall which had at one time been the Valley's first church. It had later been known as the Barn Theater.

THEY OPENED the Tantamount Theater in 1960 to present all the performing arts—poetry reading, puppetry, dance, live theater and movies. They chose the name Tantamount because it means "the same as" or "equal to," symbolizing their unprejudiced respect for all the arts.

At the beginning they were able to bring in many traveling performers, showing films only on weekends. Eventually inflation dealt a blow to the traveling troupes. Francois and Ralph had to reduce their fare to puppet shows and the movies.

Now they only show films on weekends, though they eventually hope to return to puppeteering. Ill health has prevented them from continuing the puppet theater at present.

The films they show are movie classics or foreign language films. They often show first-run films that other movie houses deem unprofitable for mass audiences. But most films are 1930's and 1940's classics.

"It is exciting to show these movie greats. It brings back all the excitement of when we saw the films back when they were first run," Francois said.

"It is great fun to introduce Garbo to a generation unfamiliar with her. It gives great theater pleasure for us."

They don't show only those classics that were box office hits in their own time, preferring rather to show films that they consider meaningful in terms of theater and film. Francois cites Fellini and Visconti as two of his favorite contemporary directors.

Recently they have shown such films as Ingrid Bergman's 1948 production of "Joan of Arc" and the Mexican film "Yanco" which they bring back about twice a year, it is so popular. This month they showed John Barrymore's silent film, "Dr. Jekyll and Mr. Hyde," and Nicol Williamson's 1970 version of "Hamlet" will be shown this weekend.

The theater is located on a beautiful, quiet piece of land nestled among the green hills of Carmel Valley—hardly the stereotype of the movie house with its garish marquee.

There is also a small gallery in a room off the theater where they hang paintings of local artists. The artists are presented in one-man shows lasting a month, the Tantamount receiving no gallery commission.

Film-goers view the paintings during the intermissions as they sip the free coffee provided at each performance (a custom Francois and Ralph have maintained since their Boston days).

While the films play on weekends to loyal patrons, more than 600 puppets wait quietly in packing crates in a hidden storage room. Francois' hand-painted screen, with its curtain and miniature stage, hangs suspended high in the curtain loft above the movie screen waiting to be lowered.

The show is not yet over.

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Late deliveries?

Several subscribers of the Carmel Valley Outlook have recently suffered the inconvenience of late paper deliveries. We apologize. Due to minor problems with machinery, the production process has been slow during the past few weeks, so that the paper has not been posted until Friday morning.

Production is once again running smoothly, and you can expect your Outlook to be delivered on schedule.

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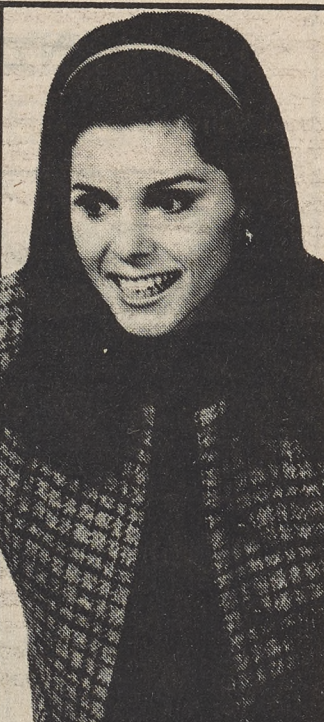
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 Toothpaste Close-Up 4.6-oz. 49¢	 Soup Mix Golden Grain 2 Envelopes Per Package 4 for \$1	 Orange Juice Frozen, Scotch Treat Concentrate—6-oz. 5 for \$1	 Detergent White Magic 49-oz. 69¢	

LOTS OF WAYS TO SAVE AT SAFEWAY!

Snack-Time Favorites Fruit Helper 49¢ Cadbury Bar 45¢ U-NO Candy Bar 14¢ Dry Roasted Nuts \$1.19 Kraft Cheese Spread 45¢ Big G Snacks 55¢	From The Dairy Case Corn Oil Margarine 59¢ Baby Gouda Cheese 99¢ Peanut Butter 73¢ Rods Imo 47¢ Lucerne Half & Half 59¢ Cream for Whipping 47¢	Household Items Brillo Scouring Pads 37¢ Bon Ami Cleanser 27¢ Liquid Cleaner \$1.08 Melita Coffee Filter Bags 54¢ Sweetheart Cups 79¢ Modess Feminine Napkins 91¢	Cream Topping 55¢ Party Pride Pretzels 39¢ Cat Food 21¢
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Wishbone Dressing 39¢ Chili Beans 59¢ Minestrone Soup 33¢	Home & Family Needs Western Farms Bread 44¢ Pillsbury Flour \$1.15 Artificial Sweetener 76¢ Schilling Dinner 63¢ Jell-O Gelatin 12¢ A-1 Steak Sauce 47¢	Coffee Selections MJB Coffee \$2.89 Freeze-Dried Coffee \$2.29 Sanka Coffee \$2.52 Yuban Coffee \$2.11 Edwards Coffee \$1.89 Maxwell House \$1.95	Liquor & Wine Liebfraumilch \$1.59 Almaden Grenache Rose \$1.89 Mt. Red Burgundy \$1.95 La Mesa Chablis \$1.79 Canadian Hill \$4.49 Kavlana Vodka \$2.99
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Save On Frozen Foods Enchiladas 39¢ Van De Kamp 39¢ 7 1/2-oz. 39¢ EGG BEATERS 95¢	Macaroni & Cheese 56¢ Fried Chicken Entree 52¢ Veal Parmesan \$1.27 Bel-air Pizza Snacks \$1.09 Bread Dough 89¢ Stouffer's Cup Cakes 89¢ Sara Lee Pie \$1.59 Imitation Ice Cream 69¢ Birds Eye Awake 35¢ Hash Brown Potatoes 29¢	Tartar Sauce 35¢ Fabric Softener 89¢	Safeway Coffee \$1.77 Parson's Ammonia 27¢	Scotch Whisky \$4.99 Wisk Detergent \$1.57
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ASPARAGUS Fresh & Green Large Size Lb. 39¢	GOLDEN BANANAS GREEN TIPPED Lb. 9¢	Chuck Blade Roasts USDA Choice Beef Lb. 78¢	All Meat Wieners Safeway 1-lb. Pkg. 89¢	Manor House Frozen Whole Fryers Flash Frozen Lb. 43¢
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Navel Oranges Sunkist 5 Lbs. 99¢	Anjou Pears EXTRA FANCY NORTHWEST GROWN 3 Lbs. \$1	Pork Loin Full Sirloin Half Or Full Rib Half Lb. 89¢	Delicious Northern Salmon Pieces For Baking Lb. \$1.49
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CRISP CELERY Price Stalks—Each 29¢ GREEN CABBAGE Nice Solid Heads—Lb. 13¢ LARGE TOMATOES Garden Fresh—Lb. 39¢ FLORIDA CORN Large Golden Ears 3 for 49¢ FRESH SPINACH Little Bunches 2 for 39¢ MUSHROOMS California—Lb. 89¢ BEAN SPROUTS Fresh Cooked—Lb. 19¢	SAVE ON SMOKED MEATS AT SAFEWAY Smoked Ham Pieces for Baking—Lb. 89¢ Smoked Hams BONELESS For Baking Lb. \$1.59 Beef Plus T.M. Reg.—A Blend of Ground Beef & Milder Vegetables—Lb. 79¢ Top Sirloin Steak Beef Loin, Boneless—Lb. \$1.99 Rib Steaks Small Ends—Lb. \$1.79 Rib Eye Steak USDA Choice Grade Beef—Lb. \$2.59 Fryer Parts Foster Farms, Drumsticks—Lb. 92¢ Turkey Roast Manor House, Boneless—Lb. \$6.49	Pork Chops Assorted Loin Chops—Lb. \$1.09 Center Chops Pork Loin Lb. \$1.39 Spareribs Regular or Country Style Ribs—Lb. 99¢	Smoked Pork Chops Pork Loin—Lb. \$1.49 Smoked Loin End Chops —Lb. \$1.19 Sliced Bacon Old Fashioned—Lb. \$1.09 Smoked Pork Hock —Lb. 89¢ Slab Bacon Center Cut—Lb. 98¢ Ham Slices Smoked Boneless Processed From Boneless Hams—Lb. \$1.99
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Items and prices in this ad are available March 27, 1974 thru April 2, 1974 in all Safeway Stores listed below:
(L) These Safeway stores have liquor licenses (L) (B) In store bake shop at the store

FOOD STAMP SHOPPERS ARE WELCOME



DISCOUNT with a DIFFERENCE



SAFEWAY

(L) Mid-Valley Center, Carmel Valley Road

UNDER THE OAKS & AMONG THE CACTI

By Mildred Hattan



LEADING THE Upper Valley's American Cancer Crusade in the annual fund raising drive are (left to right); Mrs. Norman Bungard, Mrs. George Brehmer, Joan R.

Bennett, Mrs. Thomas McKiernon (front), Mrs. Larry Cisneros and Mrs. Clifford Bolgard. (Photo by Joan Gregory.)

CANCER DRIVE BEGINS SATURDAY

MRS. NORMAN BUNDGARD, chairman for the Upper Carmel Valley Cancer drive, attended the campaign's kick-off luncheon last Thursday at the Mark Thomas Hyatt House. Valley workers accompanying her were Mmes. Clifford Bolgard, John Woods, James Cecka, and Thomas McKiernon.

Guest speaker for the afternoon was Dr. Roberts Jamplis, director of the Palo Alto Medical Clinic and a member of the American Cancer Society Division Board of Directors.

The Monterey-San Benito County Unit, which serves residents of our area, points out that the true measures of success in the fight against cancer are the prevention of this disease, the saving of lives and the alleviation of suffering of those who have cancer.

Accordingly, in its total attack on cancer, the American Cancer Society conducts a service program to give assistance to the actual cancer victims and their families. The essence of the Society's program is help and support to the physician in the management of his cancer patients.

The installation of the linear accelerator at Community Hospital brought a new challenge to our organization. Many of the patients needing treatment have no car or family member available to drive them for treatments. So the American Cancer Society transportation corps was organized with approximately 25 members.

Most patients receive approximately 30 daily treatments and over 2,000 individual trips have been made this past year. Two more linear accelerators were scheduled to be installed within the next year, on a Salinas Valley Memorial Hospital and one more at Community Hospital. This will place an even heavier load on our transportation corps.

More than a half-million women in this country are alive today because of breast surgery. To help them through the initial period of adjustment, the volunteer program "Reach to Recovery" established in our county in 1970. Women who have been

through the operation and experienced the pain, anxiety, and eventual triumph of successful convalescence are uniquely qualified to help others reach to recovery.

Sixteen Reach to Recovery volunteers with personal experience and compassion are available to all hospitals in Monterey and San Benito Counties. A similar program has been designed to assist the patient with a colostomy. With the approval of the attending physician, carefully trained volunteers who have successfully adjusted to colostomy surgery visit the patient.

We are continuing to provide devices to assist cancer patients who are not eligible for Medicare, Medi-Cal or private insurance aid. Included are: hospital beds, wheel chairs and suction machines which are provided only at the recommendation of the attending physician. The cost of these service during the past year was \$1600.

We also pay gasoline costs for patients traveling to Stanford or other treatment centers for therapy that cannot be provided locally. The cost for this service in 1972-73 was \$2,550.

Information, referral and counseling services were provided to many cancer patients and their families. Approximately 400 dozen dressings were made by the Eastern Star Dressings Station and distributed through our local offices.

In addition to funds, more volunteers are always needed to assist in these programs. For further information, call or write our American Cancer Society at 375-6547 (246 Pearl Street, Monterey) or 424-9840 (946 Park Row, Salinas).

DAVID MORRIS RETURNING!

"Tie a yellow ribbon 'round the old oak tree" was the refrain wafting over telephone lines the other day when the "Phantom Oak Moth" received a call from Dr. David Morris. At the last report, Dr. Morris was bound for duty with a medical team in Guam.

Instruction with the team has been completed in southern California, but he has discovered how much he misses Carmel Valley! He wants all of his friends to know

that he will be returning to his practice by May 1. - "Tie a yellow ribbon!"

GET-WELL-O-GRAMS

A speedy recovery to Valleyites recovering from surgery - Mrs. Walter (Marilyn) Victorine, Mrs. Richard (Doris) Wamock, Mrs. Mabel Love and Charles Dawson (both of whom have been hospitalized again), and to Miss Margie Ibsen, a resident patient at the Skyline Convalescent Hospital.

WOMAN'S CLUB FASHION SHOW

Fashions modeled by club members will highlight the Carmel Valley Woman's Club luncheon meeting to be held Wednesday, April 3, at the Monterey Elks Club.

The very latest from merchandise arriving daily have been selected by Barbara Proctor, new owner of Joanne's Sportswear. Reservations will be accepted through Monday, April 1 by club President, Mrs. Ernest Marshall (659-2194).



A RED AND white striped dress (by Princess Kaiulani) and is set off by a delicate, eyelit coat (by Hilda of Hawaii) in this versatile cotton ensemble modeled by Mrs. George Nye, of the Carmel Valley Woman's Club, which will hold a fashion show - luncheon on April 3. (Dress and coat are from Joanne's Boutique in Carmel Valley.)

POTLUCK DINNER FOR FIDELITY CLUB

The regular monthly potluck dinner and meeting of the Carmel Valley Community Chapel Fidelity Club will be held on Thursday, April 4 at 6 p.m. in Fellowship Hall. Mr. Leon Amyx will show slides and discuss a recent trip through Europe.

Mrs. S.N. Trevino will be hostess for the dinner assisted by Mrs. Leon Amyx. Members are invited to bring guests to enjoy the evening of friendship and outstanding food.

SPRING HORSE SHOW -SUCCESS!

"A tremendous success" was the enthusiastic response from Carmel Valley Trail and Saddle Club members when asked to describe their annual Spring Horse Show held Sunday at the East Garzas Road Club grounds.

The weather, Carmel Valley's typical spring finest, encouraged 200 contestants and horses (in spite of the fuel shortage) to enter from San Jose, San Francisco, Los Altos, Daly City, Saratoga, Woodside, Santa Cruz, Watsonville, Felton, Half Moon Bay, Morgan Hill, San Martin, San Mateo, Salinas and Monte Sereno.

The event was a Region Six, California State Horsemen's approved show. Some of the members who contributed toward the smoothly run day of events included: Dorothy Pullman, manager; Ruth Bishop, general show secretary; entries secretaries, Connie Gibson & Ferris Stotler; Kay Carter, announcer's secretary; Ginny Frohman, high point secretary, Russ Franklin, western & halter judge; Betty Franklin, English judge; Ed Vreeland, announcer; Marilou and Paul Root, jump course; Marilyn Rayner and Nancy Eldridge, snack bar; Joan Bennett and Ruth Angell, hostesses; Jean Fairchild, Mary Brockman

and Kenneth Heiland, ribbons and trophies; Yukio Sumida and Nick Brockman, beverages; Boy Scouts, troop No. 127, ring crew; Harold Waymire, parking and escorts; Judi Engle, English gate attendant and Howard Carter, Western gate attendant.

Winners List

High Point Western Junior:

Linda Watson, of Felton, riding "Dixon's Dream."

High Point Western Senior:

Dena Meyenberg, of Salinas, riding "Me-Jo-Red".

High Point English Junior:

Jody Dixon, of Dixon's Farms in Monterey, riding "Andiamo".

High Point English Senior:

Marjorie Kiff, of Santa Cruz, riding "Sudden Decision" (owned by Santa Cruz Fire Equipment Co.)

Local Winners

English Junior:

Eileen Forzani, Jenny Ashorne, Anne Stevenson, Alyson Luckenbill, Jenny Rainer, Katy Dagdigan, Brenda Lambert, Katy Swanston, Lisa Burnett, Ann Fromm, Mary Ellen Reece, Dee Dee Trarguch and Cristi Cordrey.

English Senior (18 & over):

Patience Prine, Sue Sally Hale, Judy Ale, Marie Clenton, Mary Lambert, Taj Drobek, John Frank, Laura Culley, Denice Forzani and Nancy Bottero.

Western Junior:

Gina Halle, Coral Armstrong, Bill Goodrick, Kelly Brunett and Stephanie McClellan.

Western Senior & Halter Classes:

Caroline Tugel, Ted Sherman, Susan Pullman, Dan Jensen, Roy Forzani, Dena Meyenberg, Karen Vanderveen and Roberta Hawks.

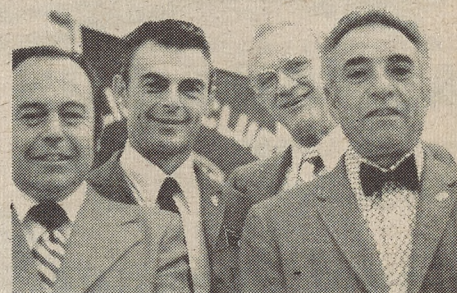
"Hill Preacher," owned by John Momarito and exhibited by Roy Forzani, took second place in Model English Mount. "Ever Searching," owned by Mrs. Nick Brockman and shown by Eileen Forzani, took third place in Model English Mount.

Foals of 1973:

"Nayance," owned by Stephanie McClellan of Salinas - 1st place; "Tailzar's Prince," shown by Regina Howland of Carmel Valley - 3rd place; "Djemie," owned by Karen Vanderveen - 5th place.

Foals of 1972:

"Dakin Queen," owned by Caroline Tugel, Carmel Valley, 2nd place; "3 Peaches," owned by Robert Hawkes, Carmel Valley, 3rd Place; "Maalak," owned by Brooks Frybarger and shown by Patience Prine, Carmel Valley, 3rd place.



PREPARING FOR the annual "Wine and Roses Ball," sponsored by the Carmel Valley Lions Club are (left to right) Gary Kitt, Dick McKenzie, Tom Bordonaro and Bob Hebert.

"WINE AND ROSES BALL"

If you have lived in the Carmel Valley for about ten years, then you will recall "...those days of wine and roses."

The beautiful post-holiday event with the theme inspired by that haunting melody, has become the traditional benefit for the Carmel Valley Lions Club. Proceeds are used for community activities.

This year's later date of March 30 finds the location changed to the Monterey Elks Club where a dinner-dance has been planned by Chairman Tom Bordonaro. Prime rib dinners will be served from 7:30 until 9 p.m. with dancing from 9 p.m. to 1 a.m. Donations are \$10 per person or \$2.50 for the

Please turn to page 11

Carmel CORK 'N BOTTLE Wine Cellar

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Carmel

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PRINCIPAL'S CORNER

By ROBERT E. WHITEHEAD
Principal, Carmel Middle School

Recently a friend asked me what I thought schools are supposed to do for students. He wanted to know what I thought kids should get from 12 or 13 years of public school attendance -- what the goals of a public school should be. As I was putting together an answer to the question I realized how far I have come since the mid-1950's when I thought public schools were similar to service stations in that young people were sent there to get their information tanks filled. I apparently believed that a school was a place where children were being prepared for life, as if they weren't living while they were there.

In thinking about the answer I realized that I have moved dramatically from a primary concern for information and skills to caring most about feelings, attitudes and the quality of human relationships. I feel we are meeting our obligations to offer quality instruction and experiences in the areas of mathematics, language arts, physical education, fine and applied arts, foreign languages, science, social studies, etc. My concern now is that our technical capabilities have developed much faster than our abilities to develop and maintain high quality human relationships.

So, my response to my friend's question concerning the goals of a school came out something like this:

First, surely we want our children to be able to demonstrate mastery of certain technical skills of our society. Somewhere around the age of puberty we want them to be able to write a paragraph which makes sense, and to show that they understand the basic mathematical functions. Along with this we should like to have them know something about the history of their country and the rest of the world, and something about the composition and functioning of their bodies and of the world in general.

As a second goal, I feel we would want our children to recognize and appreciate differences among people and welcome those differences, rather than be frightened by them. I certainly would like to have them understand that the world is not populated entirely with suburban-type people. Our schools have a great responsibility in this area.

I also feel we would like to have our children grow up feeling alive, being able to feel exhilarated, to feel deep emotion and be able to express it in words and actions without fear of ridicule. I would like to have them experience a zest for living and be able to feel an excitement about people, a willingness to be involved in life. Schools can certainly help in this area, although I feel that sometimes our actions work counter to this goal.

Another area in which I feel our schools can help our children is in the development of a sense of humor and the desire to laugh and help others laugh. Jean Piaget, psychologist, says that man's ability to laugh is his most precious of gifts. I sometimes worry about how serious some of our young people appear to be. I don't remember being that sober as a youth.

As a fifth possible goal, wouldn't it be fine if our schools helped children grow up understanding their own sexuality? Then they might respect themselves as men and women, male and female, and understand the differences and similarities between them and the other sex and develop healthy relationships so that spouse-beating would be as rare in human society as it is in ape society, and psychiatrists' couches wouldn't be filled with people who are confused about their own sexual roles.

Another goal for our schools might be to help each child develop a sound value system of his choice and the ability to utilize problem-solving and decision-making processes which take into account his desires, his abilities, his resources, the effect which the decision will have on other people, and the ultimate effect which the decision will have on his life.

And seventh, wouldn't it be all right if we could help our children become adults who used a method of communication in which words such as "respect," "love," "friend," "gentle," and "understanding" were used with at least as much frequency as words such as "product," "efficient," "efficiency," and "output?"

Wouldn't it be wonderful, too, if our schools helped each child grow to adulthood with an understanding of the delicate balance which has to exist in this world in order for us to continue to live here? Wouldn't it be fine if we helped our children understand the relationship which has to exist between people and their environment so they wouldn't pollute their water, their air, and their earth -- so that they wouldn't kill people and other living things indiscriminately?

As a ninth idea, I feel we would want to do all we can to help children grow up loving, liking, and respecting themselves in order that they might be able to have those feelings for others.

I could go on to make statements about helping our students develop appreciation for the concepts of cooperation and competition, personal and public health, consistency in human relationships, self and group preservation, caring and commitment, integrity, obligation to self and others and other issues important to humanity.

BIG HALF-PRICE SALE!

Three Days - March 28, 29, 30
11:00 a.m. to 3:00 p.m.

**EVERYTHING 1/2 OFF
MARKED PRICE!**

COMMUNITY CHAPEL THRIFT SHOP
Paso Hondo & Village Dr.

TENNIS ANYONE?

By KEN GREEN

MONTEREY PENINSULA team tennis has survived its first weekend with flying colors. Everyone who participated seemed to enjoy the competition and look forward to the next battle.

The only drawback that I found was the early hour on Sunday, but this should encourage less carousing on Saturday night and be beneficial to one's health, if nothing else. Four teams played the first weekend, the victors being Green's Streakers over Hazelton's Winos 5-2 at the Carmel Valley courts. The Fort Ord courts played host to Dennis Law's team who bowed to Jerry McKuen's squad 5-2. Yvan Nopert, who plays No. 4 for Jerry McKuen, competed in his first singles match since the Belgian Davis Cup in 1928 and, after repeated inhalations from the oxygen tank and turning various shades of grey, he won handily.

At Merv Griffin's St. Patrick's Day gala, at the Hog's Breath that evening, Nopert managed to pass out cold. I immediately negotiated with his wife, Carol, for his tennis rackets, but alas he came to, with only an allergy attack from eating his own cooking. Yvan is the fun loving type who would love to break up a party and ride away in an ambulance. I told him if he died I would bury him under Court 1 at Pebble Beach.

Tennis News: Jerry McKuen, former pro at the Meadowbrook Club, has accepted the professional position at the Robert Louis Stevenson School Tennis Club. Jack Waltz, who vacates the position at Stevenson, has been appointed head professional at a private club in San Rafael. Now who will move into the Meadowbrook vacancy? We should know shortly -- in the meantime the musical chairs continues.

April 6 through 14 marks the dates for the third annual Dick Bruhn Doubles and Invitational Tennis Tournament. Events this year will be invitational singles, invitational doubles, open men's doubles, open women's doubles, open mixed doubles, 35 doubles men and women, 18 doubles junior boys and girls, 16 doubles junior boys and girls and 14 doubles boys and girls.

Whew! They didn't leave much out. Dick Bruhn may have to build his own courts to keep up with this tournament. The matches this year will be held at the Central Park Courts and Hartnell College Courts in Salinas. The Central Park Courts are a real gasser -- if you should be unfortunate enough to beat a Salinas favorite, you get hit in the mouth with a head of lettuce. The worst catastrophe that could befall you is to win the tournament. It is very important to keep your car running for a quick get away. It is reminiscent of the soccer matches in South America when something unexpected goes wrong and the fans devour the contestants. Kidding aside, this is a real fun tournament.

LATE TENNIS flash: Green's Streakers were victorious again, taking the nod over Dennis Law's team 6 to 1 at the Pebble Beach courts. Jerry McKuen's team also was outstanding in defeating Rich Morris' team 4 - 3 at the Racquet Club courts. Dan Hazelton had to sit this one out as he put on and end over end skiing demonstration at Squaw Valley and came down hard on his neck. Tennis players should never ski; a broken leg causes a long rest between sets. Ed Gulick's team defeated Dan Hazelton's squad 6-1.

Following the team matches, a group of the players went up to the polo ground to observe the organized mayhem labeled rugby. The head-knocking was interesting but the real advanced program was at halftime when two male streakers cavorted about the greens wearing red socks and rubber pig masks. There were several yawns and a few chuckles from the crowd. The thought occurs to me, where do they go from here? Perhaps one could cover himself with mustard and ride an elephant with a door knob in his ear...

Just received a call from Leoncio Collas in Palm Springs. He is doing an outstanding job at the Thunderbird Tennis Club there and will return to the Peninsula next month to resume his duties at the Carmel Valley Golf and Country Club. Leoncio said he played tennis last weekend with Jack Moose Meyers, of Eastwood tennis fame, and Frankie Albert whom we all know and miss in these parts.

Leoncio is presently teaching Henry Ford's children -- he didn't say whether he was teaching them tennis or Peruvian. He spoke with Peter Paxton, builder of the Carmel Valley Racquet Club. Peter says he has sold his Ventura Club and is coming up to the Peninsula; racket in hand, to challenge all comers. This will make his 200th unsuccessful challenge.

Playing at the Beach Club over the weekend was John Clancy, Jr. and Doug King of the Cal Varsity and former NCAA Doubles Champion, and UC alum John Rickson. Next week: advice to the beginner.

THE ORGANIC GARDENER

In Carmel Valley

By Lee Hall

Frauds on the organic band wagon II

The terms "organic" and "natural" can be used to cheat people as followers of this column have previously been alerted. The roadside stand with a six-foot sign "organic foods" nailed above bins of commercial cull tomatoes was singled out in my column not so long ago.

There is no law against this type of fraud. Those who buy the produce for the stand get chemically fertilized, insecticide-sprayed cull commercial tomatoes for \$1 a box. They then sell the tomatoes for double the price paid at the supermarket because, they say, the tomatoes are "organically grown." This phrase provides the basis for their advising customers that insect damage is to be expected.

Regular, commercially grown tomatoes cannot go interstate with any insect damage; so, all the locally grown insect-damaged and misshapen tomatoes that are turned down by the shipper are sold legally within the state by this gype artist. The sheriff could be standing beside the bin when these cull tomatoes are dumped under the sign and plainly see the insecticide residue on the tomatoes, but he wouldn't be able to do a thing.

Any time you get "organic," fresh produce that doesn't look prettier and larger and taste better than supermarket produce, you can rest assured that you've been duped.

Students in my class keep bringing in newspaper articles and even a "Reader's Digest" account "proving" that there is no difference between "regular" and "organic" growing. The chemical companies must be getting desperate. They always have a "first year" comparison. If they had just asked us, we could have saved them the trouble.

Any time compost or any fibrous material is turned under new ground, the bacteria must have nitrogen to decompose the fibrous material -- they will even take the nitrogen from the soil. If a soil test is made of composted and non-composted soil six months after the compost is turned under, the composted part will test lower in nitrogen than the non-composted. Unless extra nitrogen in the form of manure, blood meal or even ammonium sulfate is added for the bacteria, the compost will appear to have a "zero" or even negative effect in the first growing season. The following year, all the nitrogen will be returned with compounded interest as soon as the decomposition is complete.

These tests are always "first year" only. Close scrutiny will usually reveal the words "funded by XYZ Chemical Co. or XYZ Petroleum Co." (Some tobacco companies are still putting out tests that show that tobacco is not injurious to your health, too.)

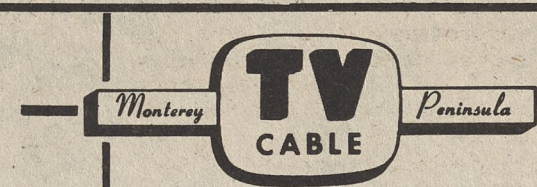
EMERGENCY CALLS

On March 22, at 8:33 a.m., an automobile accident occurred on Carmel Valley Road. A release was signed for Johan Abersold.

On March 28, at 11:37 a.m.: in a medical emergency on Carmel Valley Road, Laurel Gates, of Cachagua, was transported to Community Hospital.

WEATHER

MARCH	HIGH...LOW
21	62 48
22	58 47
23	58 46
24	61 42
25	59 49
26	67 49
27	65 43
Rainfall to date: 16.36	
Last year to date: 27.41	



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← THE A-FRAME

also Cottages,
The CAPE COD,
PLAY FORTS,
TOWERS



Jess Cates 375-9306

Carmel Rancho Shopping Center



KEEPING PETS out of new plantings is not always easy. Brown has found plastic straws to be an easy and effective solution. Every one of the Browns cats has come to them in distress. "Each one of our cats is special. One is so observant that he shows us where a new flower is blooming each morning."

Photos by Joan Gregory



BABY'S TEARS overflow their pots, arranged in a semi-circle this spring. By filling each pot with a mound of soil, planting a dab of baby tears on top of the mound, and keeping water at the base, Brown finds that "the plants spread like mushrooms."

HARPER BROWN points to the spot where a small miracle occurred. Finding that the holly tree had been frozen and rotten for six years, Brown decided to test a theory put forth by the famed Delawar Labs in Oxford, England, that there is a symmetrical "life" or "etheric" cone around a tree. He taped a branch from the lower portion of the holly tree to the trunk at the point indicated, positioning it so that the proper "life" cone was restored. In time, the branch assumed the characteristics of the trunk, and the holly tree has since flourished.



A GIGANTIC tree over the front yard are pruned against the

The art of following



BASED ON the Japanese custom of using slabs for stepping stones, the Brown's walkway is a vital part of the garden. "Man must be careful to imitate nature," says Brown. In selecting and arranging the rocks at the walkway, he took great pains to recreate a natural formation.

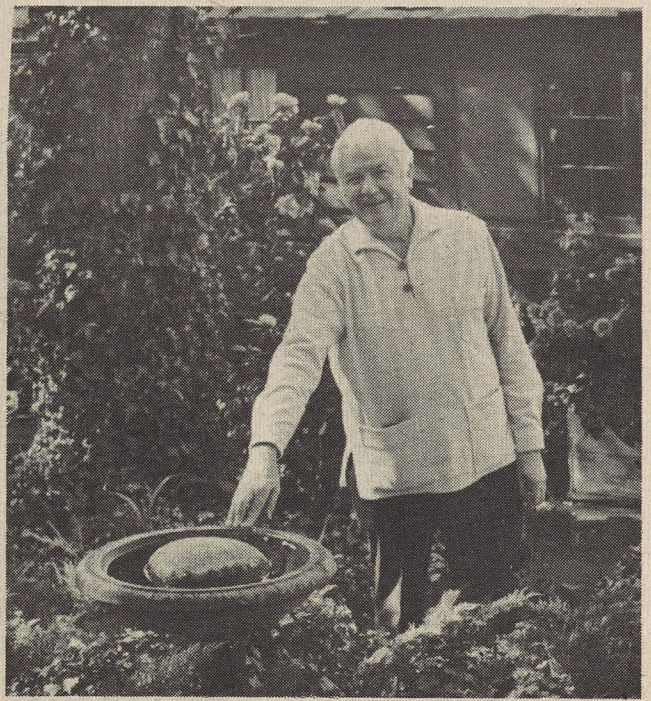


UNUSUAL USE OF espalier is made with a dead pyracantha at the back of the

A GIGANTIC umbrella of oak tree leaves forms a canopy over the front garden, as if from a single, huge tree. The oaks are pruned so that the twisting branch shapes show clearly against the sky, set off at the base by clinging ivy.



VISITING WITH friends in Texas, Eve Brown spotted this unusual staghorn fern and was given the plant to bring home. Apprehensive about crossing the border with contraband, she was stunned to find the inspector's note tacked on the office door: "Sorry, folks. Gone fishing. Too hot a day. Go on through."



WITH UNRESERVED love toward everything which lives in his garden, including racoons, cats, deer and birds, as well as plants, Brown points to a pool of water with a stone set in the center to permit easy access to both birds and cats.

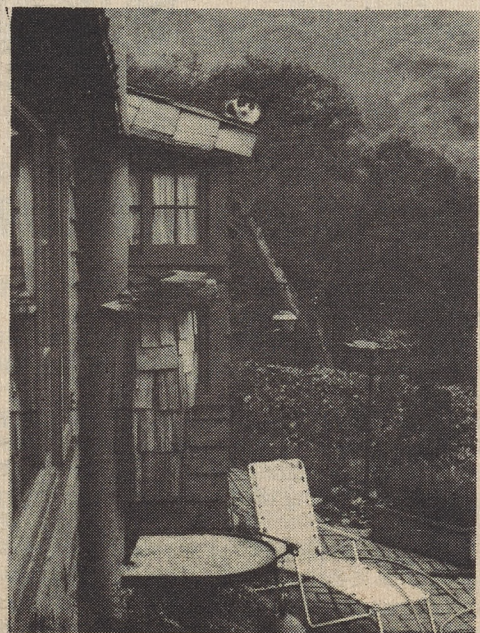
following nature



Custom of using slabs of trees as walkway is a vital part of the "refusal to imitate nature," says Brown. The rocks at the base of the trees are used to recreate a natural rock



SUBMERGED IN the midst of the front garden is an enclosed potting area, which accommodates tools, cans of sifted compost (from kitchen waste) and extra chairs.



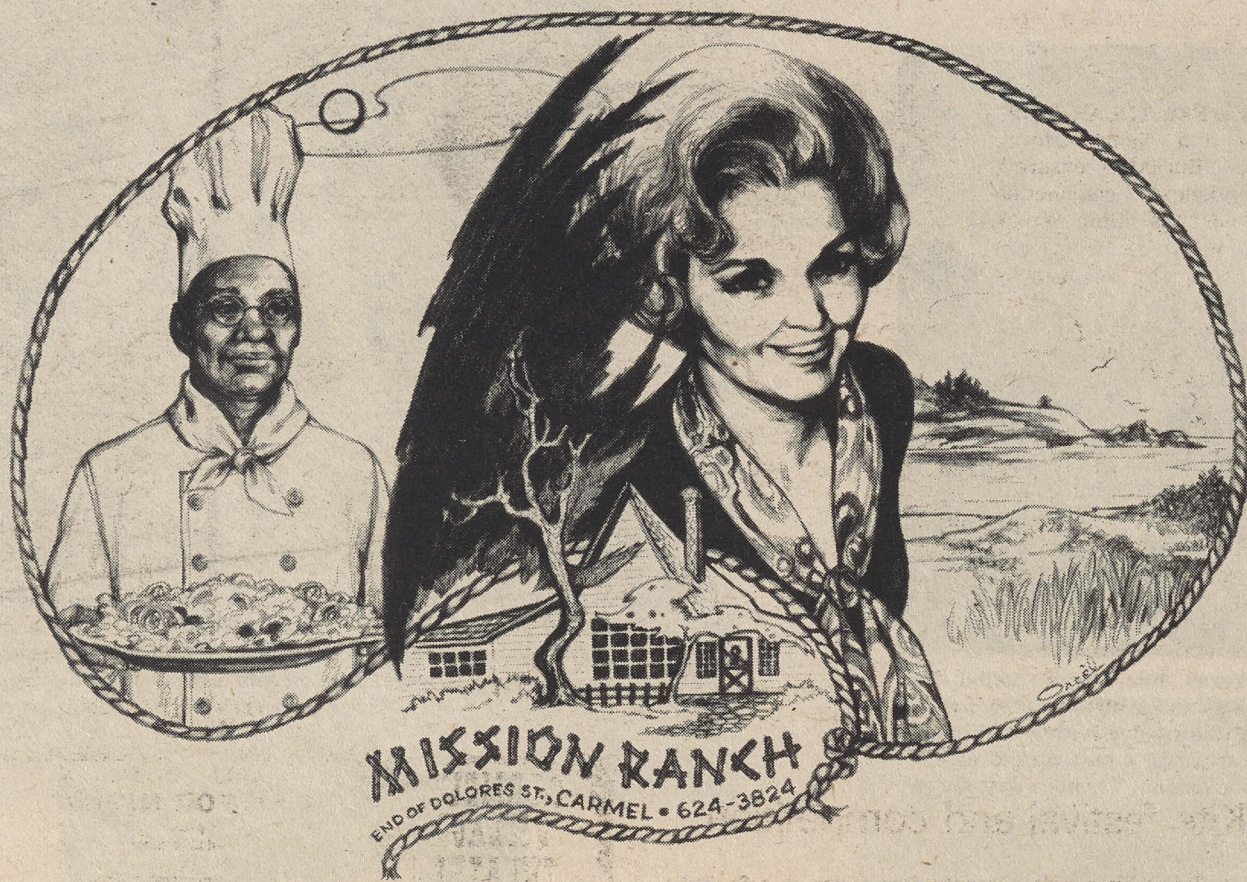
A PRIVATE ENTRANCE for the cats was constructed by Brown to permit access for the animals without building dependence on the Browns. The silo is covered with shake shingles to keep out the rain and wind. The Browns have built all of the wooden planters in the garden themselves in the woodworking shop at C.H.S.' adult school.



Espalier is made with jasmine spiralling around the structure. The plant is a cantha at the back of the house.



DISCOVER THE MONTEREY PENINSULA'S EXCITING WORLD OF DINING AND ENTERTAINMENT



Twenty years ago I heard it for the first time, and since then from friends, acquaintances and complete strangers all over California: "While you are in Carmel, don't miss the Mission Ranch!"

Word-of-mouth advertising is the best form of advertising. The fine reputation of the Ranch for "good food and a lot of fun" has spread all over the country. To have maintained this praise consistently for over 40 years is a remarkable achievement.

Originally, the Mission Ranch was a huge dairy of 100 acres, built more than 100 years ago. Now it consists of 40 acres of undeveloped, natural beauty, spreading from the Old Carmel Mission, along the Carmel River to the south end of Carmel Bay.

The main dining areas overlook the mouth of the river and the bay, with a clear view of Point Lobos. Sunsets are glorious! The windows frame a living, pastoral painting of green fields where horses are pastured, the verdant mouth of Carmel Valley with the rugged Santa Lucia mountains beyond.

It is just a short walk from the Ranch to historical Carmel Mission, or to the wide sandy beach where the Carmel River empties into the bay. The lagoon is safe and fun for children. For nature lovers, there is a swampy, tule area that is a nesting and resting haven for local and migrating birds. The

lagoon is a favorite place of flocks of sea gulls hoping for a free handout.

The Ranch buildings spread over quite a broad area, surrounded by Monterey Cypress and Eucalyptus trees presenting a homey, country atmosphere. The interiors of the dairy's original buildings were re-modeled for modern convenience. The Dining Room was the Creamery, the "Barn," with dancing and live entertainment, was the old cow barn. The bunkhouses and other buildings are now motels and cottages. There is a Game Room, Recreation Hall, tennis courts, and ample parking areas. The Ranch is great for "family" vacationing. Pets are welcome.

Located at the south end of Dolores Street on Carmel, the Mission Ranch is the only Carmel restaurant that overlooks the ocean. Old Monterey, Cannery Row and the Wharf are only four miles away. All points of interest are within a few miles radius.

Margaret and Bert Dienelt bought the Ranch in 1942. Skip Heebner, Margaret Dienelt's son, has been the manager since 1956. Mario Joaquin, head bartender, has been with them for 34 years!

For 27 years, Sylvester Soriano has been the head chef. This, no doubt, is the reason the excellent cuisine has been maintained. The chef's specials are his creations: Lobster Thermidor with Sherry, Broiled Rock Lobster Tails, and Filet Tips Saute (with Mushrooms). These entrees are served with

a baked potato with sour cream, or steamed rice or french fries, dessert and beverage.

The menu provides such a wide variety of selections that anyone is sure to be pleased. One can order a la carte, salads or soup du Jour, steak sandwiches or Deluxe Dinners. The wines are excellent. The light Chabli House Wine is exceptional. As an added suggestion, the Crab or Shrimp Louie with Garlic Bread is the best I have tasted anywhere.

Dorothy Knight, sketched with Sylvester in the illustration, is alternate manager and hostess. Charming and capable, she has been with the Ranch for six and a half years. She is also an accomplished singer. She studied at the Brooklyn Conservatory of Music, and was a soloist with bands for several years. She now sings for weddings and other special occasions.

The Piano Bar, open every night, is a locally popular meeting place. Situated at the entrance of the Lining Room, warmed by an open fire, it is cheerful and companionable. Entertainment starts at 9 p.m. when Kay Holman arrives to play the piano.

The relaxed atmosphere leads to group singing around the piano...fun to watch or participate. Kay has been with the Ranch for 10 years. Alternating with her, now, is Lee Sherman. He is a fine pianist, accomplished in the new as well as the old songs.

The Mission Ranch has food and entertainment for everyone, open to the public every day and night of the week. It is an important part of Carmel living and colorful atmosphere.

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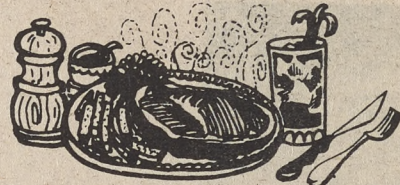


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MORE OAKS & CACTI

Continued from page 6

dance. Come to the 1974 "Wine & Roses Ball."



ENJOYING THE annual Flag Day celebration, Amy Clark, Amy Buckner and Lisa Paik of Tularcitos School hold their own American flags while listening to Gary Kitt of the C.V. Lions Club, who explains the significance of the emblem.

CV LIONS' FLAG DAY

"Old Glory" took on new meaning for the students in classes at Carmelo and Tularcitos Schools, visited on the recent Carmel Valley Lions Club sponsored Flag Day by Chairman Gary Kitt and his committee.

Miniature flags and small cards giving the

Pledge of Allegiance and facts about the flag were presented as a Lions' project - one of many under their boys' and girls' program.

RUMMAGE NEEDED FOR TULARCITOS

Veronica Lindsey and Nancy Marzi, chairwomen of the "Buried Treasure" Rummage sale, to be held in conjunction with the May 11 Tularcitos "Ship Wreck Island," carnival, have all donations marked an sorted and are in need of something to do!

If you have been meaning to drop off your box of booty toys, outgrown clothing, books, records, etc. at Verde's Upholstry Shop, won't you do so this week?

THRIFT SALE

The second floor of Fellowship Hall, which houses the Thrift Shop for the Carmel Valley Community Chapel, needs space to display a tone of new merchandise in the backroom. So workers have designated Thursday, Friday and Saturday as "half-price days" from 11 a.m. until 3 p.m.

Bargains will be found in all departments, including clothing for all members of the family, household furnishings, toys, records and books. Come early for a good selection.



GARDEN FRAM owners Jerry Allen, pictured above, and John Franci invite you to their grand opening 10 a.m. to 4 p.m. March 30 through April 7. Formerly Brat-

tin's Nursery at 4 Pilot Road, the Garden Farm will feature rare and unusual ground covers, pottery, hanging baskets, house plants and new varieties of orchids.

The greatest 'Hamlet'

Director Tony Richardson's exciting and controversial color filming of "Hamlet" comes to the Tantomount this weekend, Friday and Saturday nights only.

Released late in 1969, the film stars Nicol Williamson, whom critics have hailed as "the greatest Hamlet of our time."

Writing for "New York Magazine," Judith Crist commented, "On the basis of this film performance, Williamson is the finest Hamlet I have encountered, encompassing the young manhood and the maturity, the breadth of soul and depth of torment, the tragic hero and the all-too-human modern man."

Richardson's remarkable direction has resulted in a brilliantly paced, pointed production, set against beautifully designed backgrounds.

Although Williamson has used his original London stage cast, this is no filmed stage play. Purists may quarrel with the inversion of a scene or two, for Richardson is all filmmaker here. His main concern is revealing character through closeup, intensified emotion, sensual atmosphere and internal drama.

Including "Hamlet" in her "ten best films of 1969," Crist sums up her review, "Shakespeare has been beautifully served - and so have we."

Curtain time is 8:40 p.m., and the doors open at 8 p.m.

Monterey Peninsula Volunteer Services

The regular meeting of the Monterey Peninsula Volunteer Services will be held at the U.S.O. in Monterey Friday, April 5. Coffee will be served at 10 a.m.; the business meeting commences at 10:30 a.m.

This month's meeting is a special meeting to finalize The House and Garden Tour, and all members are requested to be present.

Please call 624-7357 for further information.

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5 pm Dinner
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Kite festival and competition

High-flying kites will compete for prizes this Saturday, March 30 at 1:30 p.m. at the Middle School Athletic Field in Carmel at the traditional kite festival, sponsored by the Carmel Unified School District.

All kites must be made by the contestants; commercial, ready-made kites are not acceptable. In addition to that, says Charles Dawson, director of recreation, all kites must get into the air and fly in order to be eligible for prize consideration.

Prizes, donated by the Carmel Lions Club, co-sponsors of this annual event, will be awarded for both kite design and high flying. The Willis White prize will again be awarded for best design and the Ernest Calley prize for the grand champion kite. There is no entry fee for this event.

The kite festival was founded by Willis White in 1930 and it has been held almost every year since then. Ernest Calley directed it for many years.

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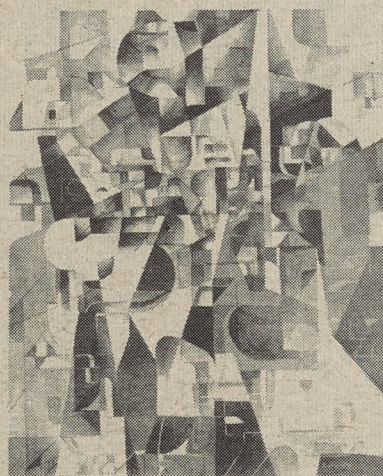
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Feedbag

By LUCY SMITHSON

THE MAJORITY of us middle-aged adults who are still crazy over horses did not have a horse of our own when we were very young. We had "Black Beauty" and other fictional horses to feed our daydreams. Every night we wished "Star light, star bright" upon the first star for our own horse. We wrote impassioned letters to Santa Claus.

Our parents had grown up in a day when horses were an undesirable but necessary part of horsepower. Their final argument was to shrug shoulders at the suburban backyard and say, "We don't have a place to keep a horse." It never occurred to anyone that a horse could be boarded elsewhere.

By the age of 13, when I got my first horse, those years of yearning had made lifelong scars.

Now, as an adult, I meet many horse owners who have never gotten over that fervent early love for horses that went unfulfilled too long. Loving horses is a way of life to which we are devoted. In fact, "horselover-ing" is a demanding discipline. Perhaps that feeling of having been deprived when young is necessary to motivate this sort of dedication.

I worry about my own children. They are not being deprived of horses the way I was. Am I depriving them of deprivation?

Horsewives have strange ambitions for their children. I remember how pleased we were when the first baby was born. The horse hater of the family looked upon the blessed event as acquiring a daughter. I thought of it as finally acquiring an entry for leadline class.

By exercising great restraint I held off buying her a pony until she had learned to walk.

The pony was a small one but he was bigger than my little daughter -- and older. And much more strong willed. Before the age of three, she had learned to hate him.

Also she hated Mommy's horse almost as much as she hated her little sister. She felt rightly that he was more than a hobby. Mommy's hobby was raising children at home in her spare time. Horsewives do not have much spare time.

Recently, my oldest child had her seventh birthday. According to the church, she has now reached the age of reason and is old enough to be baptized. According to Mommy, her heels reach below the saddle blanket and she is now old enough to take riding lessons.

So off we went to Sue Sally Hale's Carmel Valley Riding Center. In addition to running a fine riding school, Alex and Sue Sally Hale are the parents of five children, all of whom could ride before they were born. Their oldest can now jump crazy thoroughbreds over gigantic fences with his eyes closed and he's not yet 13.

Nevertheless, it brought tears to my eyes to see my angel daughter put up on a big horsie. How tiny she looked on the saddle. And she was riding all by herself; nobody was leading her. The mothers of the other children in the class didn't seem worried. I watched nervously, wringing my hands and murmuring to no one in particular "That's my BABY up there."

"How was it? Did you have a good time?" I overwhelmed her with questions when she came out of the ring. She gladdened my heart; she made the day sing with this wonderful reply: "It's okay, Mommy."

I COULD HARDLY wait for a week to go by to take her to her next lesson. But by the end of the second lesson, the thrill



OOPS! I fell off! (Drawn by Olive Smithson, age 7.)

had worn off. "I've learned enough," said the seven-year-old. "I guess I'll quit now."

She had also tried to quit nursery school and kindergarten and first grade.

I told her it was the law that you had to take at least six riding lessons before you could quit. I promised her a whole bag of potato chips all her own if she wouldn't fuss about coming next week.

After the third lesson I had to bribe her with a chocolate

bar and a yogurt-on-a-stick. I felt guilty about saddling my kid with her mommy's hang up. Should we quit now?

By the fourth lesson she was beginning to get the hand of riding lessons. That was the week assistant teacher Judy Ayle had the children's beginner class playing games on horseback. They played red light-green Light. The riders lined up at one end of the ring. Stormie Hale was "traffic cop." She called "Green light!" to have the children start their ponies walking. She called "Red light!" every so often, and anyone who didn't stop his horse immediately had to go back to the starting line. My child was mounted on Copper Penny, the pony Sue Sally bought for her oldest child as soon as he could walk. This pony has since taught so many children to ride that she knows the words "red light" as well as the word "whoa." My daughter was thrilled to win the game.

They also played pair tag -- two riders holding hands chasing other paired riders holding hands. This required a lot of giggling and shouting, some very long off-balance stretching, some trotting, some falling -- well, not falling, really, but sliding off -- and a lot of laughing. The children were much too busy riding to be worried about their riding lesson.

Last week was her sixth riding lesson. She has learned to longe a horse and rider and to be longed. She can do exercises in the saddle. Her seat and hands would make any mommy proud. She spent half the lesson playing tag with another beginner. That entire half hour was spent at a trot and once a canter with fast turns and sudden stops and smiling all the way.

This is what she said when she came out of the ring: "I had a wonderful time and Mommy! I only fell off once! I don't have to stop with six lessons, do I Mommy? I want to ride and ride and ride!"

"Mommy, will you and Daddy buy me a horse of my own?"

RLS to host polo championships

Robert Louis Stevenson School in Pebble Beach will be host for the National Interscholastic Polo Championship Tournament, April 26 through 28.

The R.L.S. polo team will meet teams from Culver Military Academy, Indiana; Lee High School, Midland, Tex; New Mexico Military Institute; and Valley Forge Military Academy, Pennsylvania; in competition to take place at Collins Field, Pebble Beach.

This is the first year this contest has been held on the west coast, and the fifth year the R.L.S. Polo Club has competed. More competitors have entered this year's Tournament than in any previous year.

The Interscholastic Tournament was held each year from 1928 through 1941 World War II. In 1970, reflecting greatly increased interest in polo on all levels -- interscholastic, intercollegiate and club polo -- championship play was resumed.

Culver Military Academy enters this tournament as defending champion, winner of the coveted Sherman

Memorial Interscholastic Cup the last three years. R.L.S. has placed second during each of the last four years of competition.

Play will feature one game of five chukkers and a round robin of six chukkers daily, Friday, Saturday, and Sunday. The team winning the most games will be interscholastic champion.

Competitors include two nationally rated polo players, Bill Walton of R.L.S. and Harley Stimmel

Ponies for the tournament are being loaned by members of the Pacific Coast Circuit of the U.S. Polo Association, including Sue Sally Hale, "Pat" Herman, Mel Bristow, all of Carmel Valley Polo Club; Henry Trione of Santa Rosa Polo Club; Dr. Robert Walton, Sandy McKeon, Dr. Neill Johnson, and the Conant family of Central Valley Polo Club; and Jesper Petersen of San Francisco.

The R.L.S. Polo Club will be represented by F.D. Walton and Bill Walton of Modesto, Jay Upchurch of Mexico, and Greg Hirsch of Corona del Mar.

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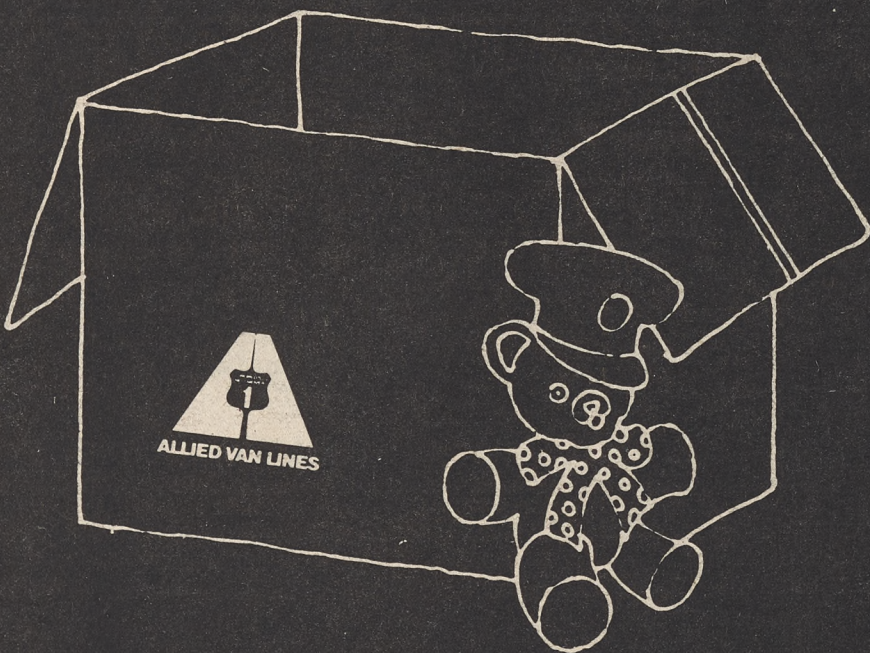
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Sunday, 9:00 a.m. & 12 noon only
Daily, 11:30 a.m. Mon.-Thurs.

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Sunday School
11:00 a.m.

Morning Worship

6:00 p.m.

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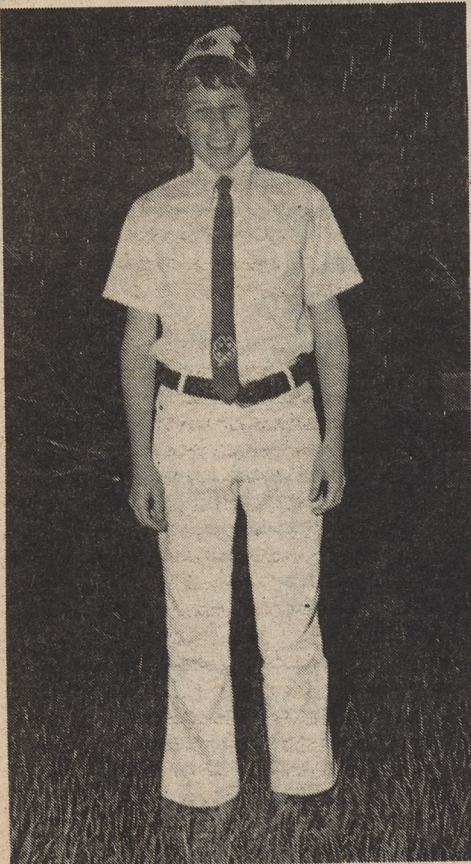
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Valley 4-H Clubs win gold seals for talent

Photos by Randy Chappell

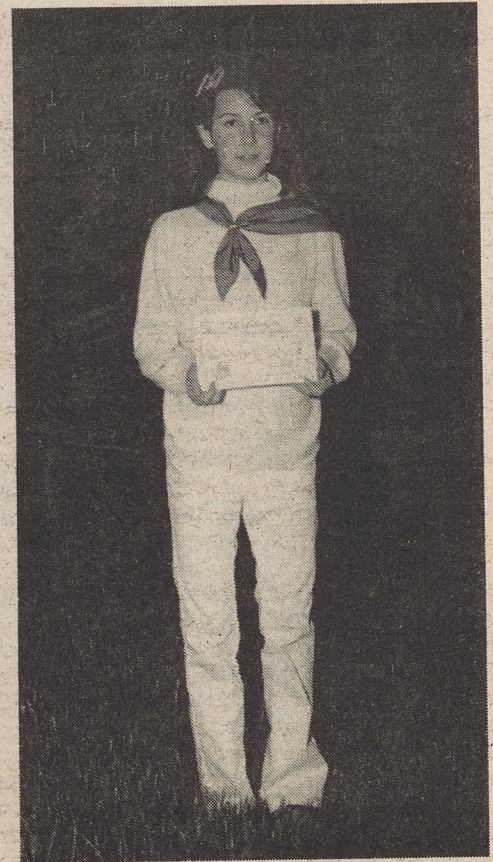


GORDON WHITE of the Boronda 4-H Club received a gold seal for his original demonstration entitled "It's a Dog's Life" at the Monterey County Talent Competition. Amy Stewart and Kathy Collins, not pictured, received a blue seal for the rendition of "A Little Bit of Everything."



"TAN SHOES With Pink Shoelaces" and "The Freedom Friends" were the opening numbers of the Boronda 4-H Club Talent Act, which received a gold seal in the Monterey County competition on March 16 in Gonzales. Participants in "Tan Shoes" were (left to right) Pan Oross and Ann

Coggleshall, who were joined by the "Freedom Friends," Carl Fosso, (announcer), Susan Buckner, Amy Stewart and Pam Gayman. Also participating in "The Freedom Friends," were Sharon Collins and Mary Stevenson.



ASHLEY SWANSON of the Buckeye 4-H Club was awarded a gold seal for her demonstration "You and Your Ewe." All gold seal winners will go on to the Regional Field Day at Gavilan College on May 4.

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Carmel Valley artist depicts local animals



A BRONZE-SCULPTED frog, seated on a semi-precious mineral, has been donated by the artist, Norbert Roessler of Carmel Valley, for the Silent Auction on May 18 to benefit the Carmel Valley Community Center. The piece has a retail value of \$250.

The annual Carmel Valley Community Center fund raising auction will offer some genuine treasures at the May 18 Champagne Silent Auction benefit. Exquisite works of art to be auctioned at White Oak's Theater from 7 p.m. to 10 p.m. include sculpture donated by the noted Carmel Valley sculptor, Norbert E.J. Roessler.

The young artist, who has been working in bronze for two years, recently moved his studio to the patio of the renovated Village Square, formerly Bernadelli Square, behind the Village Center in Carmel Valley.

Roessler specializes in table-top-size sculptures of local animals. A squirrel pauses by a bronze pine tree, and a life-size hummingbird freezes above a fuchsia flower in his sensitive creations. In each piece is incorporated a rare fragment of rock or an unusual and valuable mineral formation.

Roessler has a special feeling for rare and endangered species. His beaver and his roadrunner are arresting to even a casual conservationist. Occasionally, he models a non-California animal, such as his spirited Tarpon swordfish which leaps from a coral base.

Each creature is modeled by the artist in beeswax, with careful incisions and delicate additions gradually resulting in a highly detailed figure. During the transposition into bronze, the wax is lost. A limited edition of each figure is cast.

Each of the animal sculptures takes on a life of its own as it is given a patina finish and then wired to fit the setting, to which hammered leaves, grass, or other details may be added. No two finished pieces are alike.

Norbert Roessler grew up in Carmel and first showed his talent for metal work in a crafts course in Carmel High School, from which he graduated in 1970. After two years of traveling and further developing a love for nature in all its forms, he took a job sweeping out the back room for a Carmel metal sculptor. From there, it was a short step to absorbing the technique and trying his own hand.

Working with him in his Carmel Valley studio is Robert Van Houtte, a longtime friend.

Norbert Roessler's sculptures are in demand in many West Coast galleries and are handled by Royal-Worcester Porcelain Company of New York City and distributed nationally.

Baskin's graphics at Limber Gallery

The Limber Gallery, 648 Cannery Row in Monterey, is having a showing of 30 etchings and wood engravings by artist Leonard Baskin from March 22 through April 17. The Gallery is open every day and weekend evenings.

Born in New Brunswick, N.J. in 1922, Baskin studied at Yale University's School of Fine Arts; New School for Social Research; Académie de la Grande Chaumière in Paris; and Académie de Belle Arti, Florence. Since 1953, he has been professor of sculpture and graphic arts at Smith College.

Among his prizes and awards are a Louis Comfort Tiffany Foundation Fellowship, 1947; Purchase

Prize, Library of Congress, 1952; Purchase Prize, Brooklyn Museum, 1953; Guggenheim Fellowship, 1953; Award of the International Society of Wood Engravers, 1953; and Medal of the American Institute of Graphic Arts, 1955.

Since 1953, Baskin's sculpture and graphics have been exhibited almost every year at the Grace Borgenicht Gallery, New York. The Museum of Modern Art arranged a comprehensive exhibit of his work that was shown throughout Europe and in Israel in 1959.

The next exhibition will feature the work of M.C. Escher.

Outlook Classified Ads

Classified Advertising Rates

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- 1 TIME 13c PER WORD
- 2 TIMES.... 20c PER WORD
- 3 TIMES.... 24c PER WORD
- 4 TIMES.... 28c PER WORD

Minimum charge per month: \$1.75

AD DEADLINE IS TUESDAYS AT NOON

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or place your ad in person at The Carmel Pine Cone, Dolores between 7th and 8th, Carmel...or The Carmel Valley Outlook, Mid Valley Shopping Center, Carmel Valley.

Public Notice

NOTICE OF PUBLIC HEARING (CARMEL VALLEY AREA)

NOTICE IS HEREBY GIVEN that the Zoning Administrator of the County of Monterey, State of California, will hold a public hearing on the application of J.C. Chaplis for a Variance to Section 31 of Ordinance No. 911, the Zoning Ordinance of the County of Monterey, which would allow a laundromat on Lot C and D, Los Laureles Village, Carmel Valley Center, fronting on and southerly of Carmel Valley Road, in the Carmel Valley area.

NOTICE IS HEREBY FURTHER GIVEN that said hearing will be held on the following date: APRIL 11, 1974 at the hour of 2:10 p.m. in the Supervisors' Chambers, Court House, Salinas, California, at which time and place any and all interested persons may appear and be heard thereon.

ROBERT SLIMMON, JR.
Zoning Administrator

Date of Publication:
March 28, 1974

Public Notice

NOTICE OF PUBLIC HEARING (CARMEL VALLEY AREA)

NOTICE IS HEREBY GIVEN that the Zoning Administrator of the County of Monterey, State of California, will hold a public hearing on the application of Stephen Skerke for a Variance to Section 31 of Ordinance No. 911, the Zoning Ordinance of the County of Monterey, which would allow an art gallery and classes on a portion of Sub 3, of Lot 4B, Rancho Los Laureles, fronting on and southerly of Carmel Valley Road, in the Carmel Valley area.

NOTICE IS HEREBY FURTHER GIVEN that said hearing will be held on the following date: APRIL 11, 1974 at the hour of 2:25 p.m. in the Supervisors' Chambers, Court House, Salinas, California, at which time and place any and all interested persons may appear and be heard thereon.

ROBERT SLIMMON, JR.
Zoning Administrator

Date of Publication:
March 28, 1974

Public Notice

NOTICE OF PUBLIC HEARING (CARMEL VALLEY AREA)

NOTICE IS HEREBY GIVEN that the Zoning Administrator of the County of Monterey, State of California, will hold a public hearing on the application of Eugene Wheary for a Variance to Section 31 of Ordinance No. 911, the Zoning Ordinance of the County of Monterey, which would allow a guest house and addition to height requirements on a portion of Lot 1-D, Rancho Los Laureles, located westerly of Los Laureles Road in the Carmel Valley area.

NOTICE IS HEREBY FURTHER GIVEN that said hearing will be held on the following date: APRIL 11, 1974 at the hour of 2:00 p.m. in the Supervisors' Chambers, Court House, Salinas, California, at which time and place any and all interested persons may appear and be heard thereon.

ROBERT SLIMMON, JR.
Zoning Administrator

Date of PUBLICATION:
March 28, 1974

Public Notice

NOTICE OF PUBLIC HEARING (CARMEL VALLEY AREA)

NOTICE IS HEREBY GIVEN that the Zoning Administrator of the County of Monterey, State of California, will hold a public hearing on the application of Kirk Busse for a Variance to Section 31 of Ordinance No. 911, the Zoning Ordinance of the County of Monterey, which would allow a reduction in front yard setback requirements on a portion of Lot C, of Lot 1, of Sub A, Rancho Los Laureles, fronting on and southerly of El Caminito Road in the Carmel Valley area.

NOTICE IS HEREBY FURTHER GIVEN that said hearing will be held on the following date: APRIL 11, 1974 at the hour of 1:35 p.m. in the Supervisors' Chambers, Court House, Salinas, California, at which time and place any and all interested persons may appear and be heard thereon.

ROBERT SLIMMON, JR.
Zoning Administrator

Date of Publication:
March 28, 1974

Public Notice

STATEMENT OF ABANDONMENT OF USE OF FICTITIOUS BUSINESS NAME

FILE NO. F5153-19

The following person has abandoned the use of the fictitious business name The House of Styles Coiffures at 17 Center St., Carmel Valley, Calif. 93924.

The fictitious business name referred to above was filed in Monterey County on March 25, 1974.

Brenton Edward MacKinnon
P.O. Box 308
Carmel Valley, Calif. 93924

This business was conducted by Linda Styles (individual).

Signed BRENTON E. MacKINNON
This statement was filed with the County Clerk of Monterey County on March 25, 1974.

DATE OF PUBLICATIONS: March 28, April 4, 11, 18, 1974

Public Notice

NOTICE OF PUBLIC HEARING (CARMEL VALLEY AREA)

NOTICE IS HEREBY GIVEN that the Zoning Administrator of the County of Monterey, State of California, will hold a public hearing on the application of First Baptist Church for a Variance to Section 31 of Ordinance No. 911, the Zoning Ordinance of the County of Monterey,

Home Services

CARPENTRY, REMODELING, Home Repairs, Miscellaneous Concrete Work. Call Anytime, 394-1120.

MR. FIX-IT. Repairs, painting, gardening, etc. 18 years in Carmel. No job too small. Ed Miller - 624-2930.

GARDENING, YARD cleaning, hauling, anytime -- fast, reliable-- Have own tools. Free estimate. Call Willie, Tony -- 394-5585

TREE CARE. Trimming, dead wooding, bracing, cabling, removals and lot clearing. Fire wood available. 372-0759.

SCANDINAVIAN PAINTER. Very neat, dependable and reasonable. Local references. 16 years in Carmel. For free estimate please call 624-1608.

CARMEL HAULING, clearing, scrapping and landscaping. Feuerman & Riley, Co. 624-6608. Free estimates.

NOWEGIAN CARPENTER. Remodeling and Repairs. Small jobs wanted. Have Power Tools. References. Please call 375-6596 evenings.

ALUMINUM ALLOY sheets, used, size 23x36. Ideal for many uses. Lightweight, flexible. Only \$1 for 3. Outlook Office, Mid-Valley Shopping Center.

which would allow an addition to the existing church, on a portion of Lot 9, James Meadows Tract, fronting on Carmel Valley Road and Schulte Road in the Carmel Valley area.

NOTICE IS HEREBY FURTHER GIVEN that said hearing will be held on the following date: APRIL 11, 1974 at the hour of 1:55 p.m. in the Supervisors' Chambers, Court House, Salinas, California, at which time and place any and all interested persons may appear and be heard thereon.

ROBERT SLIMMON, JR.
Zoning Administrator

Date of Publication:
March 28, 1974

Public Notice

FICTITIOUS BUSINESS NAME STATEMENT

FILE NO. F5153-20

The following persons are doing business as: The House of Styles Coiffures at 17 Center St., Carmel Valley, Calif. 93924.

Clinton B. Styles
P.O. Box 308
Carmel Valley, Calif. 93924

(or)
Linda A. Styles
P.O. Box 308
Carmel Valley, Calif. 93924

This business is conducted by Linda A. Styles (individual).

Signed LINDA A. STYLES
This statement was filed with the County Clerk of Monterey County on March 25, 1974.

CERTIFICATION

I hereby certify that the foregoing is a correct copy of the original on file in my office.

ERNEST A. MAGGINI,
County Clerk

By Robin A. Nardi, Deputy
DATES OF PUBLICATIONS: March 28, April 4, 11, 18, 1974
Expires: Dec. 31, 1979

Home Services

CARPENTRY, BUILDING, remodeling, cement, patios, sun decks, retaining walls. Railroad ties available. 659-3287.

CARMEL VALLEY CATERERS - Catering for all types of parties. Linda Prejean 659-2638, Lynn Jones 659-2655.

GARDEN WATERING services. Any kind of watering. Will water for out-of-town owners. (408) 624-9105.

AQUA POOL SERVICE AND SUPPLY - Monthly service - equipment, repairs, supplies and chemicals. Serving you since 1965. Noel Van Bibber. 624-5650.

HORSE SHOEING and trimming. Complete hoof care. Jim Sproles. 375-3274.

PAINTING, INTERIORS-EXTERIORS. Quality work, licensed journeyman. Free estimates. Larry, 375-8236.

ROTOTILLING, FENCING, retaining walls, and hauling. Call Ger Bensberg. 624-5703 evenings.

RELIABLE HOUSECLEANING, gardening or maintenance. References. 624-3707, ask for Susan A.

Home Services

ODD JOBS, carpentry, remodeling, repairs, low quantity price, high quality work. Joe Ortman, 659-3180.

HORSE SHOEING - Horses for sale. Colts ridden. Greenfield 674-5305.

SEPTIC TANK installation and repair. Drain fields. Truck hauling. 659-4033 or 659-2448.

CARPET & UPHOLSTERY CLEANING -- Steam or shampoo. Free estimates. Bavarian Carpet Cleaning, 373-7551.

"MR. MINI CLEAN", has returned. Our hero cleaner has excellent Carmel, Pebble Beach references. He excels at windows-will consider anything! Call late evenings, 375-4984.

PAINTING & PAPERHANGING done by a professional with 15 years experience. Reasonable prices. Free estimates. Local references. Joseph DiMauro, 624-1207.

JACK ARNOLD HOME SERVICES - Licensed, television, stereo and radio repairs. Service call \$10.50. ALSO Electrical, plumbing, carpentry, (bookcases, shelves, etc - by the job), small appliances repaired. \$8.00 per hour, \$10.00 minimum. 57 Paso Cresta, Carmel Valley, 659-2198.

DOGS NEED exercise to stay healthy, happy. Call Sandy, she will take them on vigorous jaunts. Also pet care while you're away. 624-3707.

EXPERT IRONING. Also will do housekeeping for you. 624-3707.

PURE WATER -- Ogden Purifiers remove chlorine taste and sanitize water and ice cubes. Simple under-sink installation. Also recreational vehicles. Roger Williams Enterprises, 624-9565.

CONSCIENTIOUS CARPENTER. Framing and finish. Decks, remodeling, additions, repairs, etc. Reasonable rates. Mike, 375-1995.

Instruction

PIANO, VIOLIN, viola, cello, instruction. All levels. California Credential. Evenings, weekends. 659-4323

THE MUSIC STUDIO: Piano, guitar, flute, trumpet, trombone, clarinet, drums, theory, sight singing. Three instructors. Carmel Valley Village Center. 659-4642.

FRIENDLY, EXPERIENCED teacher, me, will care, tutor children. References. 624-3707.

PIANO & SINGING lessons with Gina Welch now available. Qualifications include Royal Conservatory of Music. Phone 659-2440

CLASSICAL GUITAR and piano lessons. Rational approach. Price \$24 per month. Michael Read. 659-4281.

Wanted

WANTED - FLUTE in good condition. Call 625-1290.

WANTED: Large garage or storage area for short-term storage of newspaper. Carmel or Carmel Valley area preferred. Contact Cliff Butler, The Carmel Pine Cone, 624-3881.

BOOKS BOUGHT-BOOKS-BOUGHT--one or many. Also autographs. BEST PRICES PAID. 375-5570 anytime.

LADIES HUNT suit-Coat, boots, pants, hard hat. Please phone 9:00 a.m. to 5:00 p.m. Monday through Friday. 624-8203.

Special Notices

BARBIE THE Clown. Kiddies favorite entertainer. 45 minutes hilarious fun \$14.00. Birthday parties or any occasions. 375-3503.

COIN INVESTMENTS. Consultation for purchase list. Satisfaction guaranteed. Will buy or appraise collections U.S. and Foreign. 624-9105.

MARBLE SCULPTOR will custom carve your pieces of marble or other stone or teach you to do same. Carmel resident with good references. Call Bill 625-1941.

COMPLETE VOLKSWAGEN repair service, reasonably priced. Specializing in re-built engines. Used Volkswagens bought and sold. 624-3707.

SWEDISH MASSAGE by masseuse graduated from Stromberg Institute. For ladies-in your home. Call 624-1606 before 10 a.m. and from 5-7 p.m.

CARMEL WOMEN'S club available for receptions, private parties, lectures (movie screen available) and organizations. Phone 375-5212, 624-1982, or 624-4121 evenings.

ACCORDIONIST, ENTERTAINMENT for cocktail hour, evening parties, wedding reception, etc. All types of music, including Swiss yodeling. \$10.00 per hour. Available April 7 - April 13, or any weekend. Call (916) 457-6914 or (408) 624-4501, after April 8.

BEGINNING HATHA Yoga class. Monday evenings. Wednesday mornings. All Saints Church, 624-7504.

Help Wanted

RECEPTIONIST AND assistant to bookkeeper for the Carmel Pine Cone. Full time. Occasional Saturday morning. Apply in person, 9-4 PM, Carmel Pine Cone office, Dolores between 7th and 8th. An Equal Opportunity employer.

BE YOUR OWN BOSS. As an Avon Representative, you work for you. Avon helps you run your own business and earn good money on a flexible schedule. Call today: 373-1770

Situations Wanted

PROFESSIONAL WOMAN seeks part time sales job in gallery or shop. Dependable. Has sound knowledge of art and likes people. 624-9491.

GIRL, 22 YEARS old would like housekeeping job mornings references. 624-0285. Ask for Kathy.

HIGHLY RESPONSIBLE couple - would act as summer caretakers - Wish change of scenery - Box 1381, Lake Isabella, Calif. 93240.

MALE SCHOOLTEACHER, 27 wide background, seeking summer job and possible permanent position. Family in Carmel area. Write: J. Lasher, Wild Goose, Shepherdstown, West virginia 25443.

RETIRED UNIVERSITY housemother desires position as house sitter while you are on vacation. References exchanged. Write to Mrs. P. G. Auchampaugh, 2272 Dorne Place, Fremont, California, 94538.

SUMMER ESTATE home unprotected while away? Experienced caretaker, handyman, gardener, driver, in exchange environmentally quiet fireplaced cottage. Honest clean trustworthy male, 29, crafts ceramics student. Permanent, top local references. 625-9491.

Pets

AT STUD Champion Toy Poodle - blue 9 1/4 inches. Also other colors; Toys and Miniatures. 659-2302 Miss Brown, Manager.

Personals

TYPING: EDITING: research. Experienced, reasonable. 624-3707.



For Sale

MESSAGE TABLE for sale. 624-1606.

BAY MARE, 15 hands, English or Western, good jumper. Days 373-6551, evenings and weekends 659-2784.

SEARS CRAFTSMEN 18 inch Reel power mower. Excellent condition -- recently sharpened. \$65. Call 624-0277 after 5:30 p.m.

ANTIQUÉ MAPS. Individual countries and states. \$45 and up. Private party. 624-1608.

ORIENTAL ANTIQUES - CHESTS, folk art, china. Thunderbird Book Shop, Carmel Valley Road. Phone 624-1803.

4-W-D '59 FORD long bed, 289 V-8 2 bl carb, rebuilt, carb, clutch, starter, radiator, new U-joints, front hubs & recent paint job - 372-5014 after 5.

FIREWOOD: OAK--REASONABLE call 659-2431.

MUSHROOM COMPOST. Perfect planting soil. Finest quality. Wholesale prices \$35.--5 cubic years, delivered. 394-9337.

CUSHMAN ELECTRIC Golf Cart, front and rear windshield and new top, Perfect condition. \$395. 624-8205.

COLOR TELEVISION, 2 years old, good condition, 12 inch. Call 373-2545 after 5:30 or anytime Friday thru Sunday.

USED ENGLISH riding boots, 1 bareback pad, 2 saddle pads, Slim jim. 659-2161.

YELLOW BROCADE bedroom armchair, \$25. Small Maple chair, cane seat, \$15. 624-8023.

DARLING OAK hall tree, beautiful oak china cabinet, small round marble topped table. Custom made wall units for books, T.V., etc. 624-5640.

USGS topographic maps for Monterey and San Benito Counties. 99 cents each. Clear Sky Properties, 659-2218.

AFRICAN DRUM covered with animal skins. Excellent condition, low price. call 624-2588, 6-9 p.m.

AREA RUGS with pads. 11 1/2 x 16, \$80, 7 x 9 with fringe \$35 (both pearl). 5 pairs of drapes, custom made, antique gold, \$50. 624-3690

KINDLING WOOD - 624-0070. GIBSON EB-3 Bass with case. \$150. 375-8929. Rick.

Garage and Rummage Sales

BENEFIT SALE. Hundreds of items including new toys, baby cloths and books at discount prices. Rummage, plants, handcrafted merchandise. Beverages will be sold with homemade baked goods. 25 cents admission. Bay School, 1 mile south of Rio Road (624-4397) 9 to 5 Saturday.

Livestock

NUBIAN GOATS for sale, also rabbits and cages. 659-2660.

6 YEAR OLD Anglo-Arabian Dapple Grey gelding. English or Western. Ideal for young person. Guaranteed sound and gentle. \$700. Phone 385-4278 after 6. King City

Autos for Sale

67 FORD CORTINA, 41,000 miles, low gas mileage, new tires and brakes, Must sacrifice at \$550. Call Bill 625-1941.

1956 CHRYSLER, New Yorker, Hemi-engine. Excellent condition. Best offer - 625-0850.

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IMPORT SHOP - Long lease in prime location. Business established over 12 years. Realistically priced. Owner will help finance and train. Carmel Associates, 624-5373.

THRIFT SHOP for sale. Ideal for retired couple. Good foot traffic location. 372-4288 or 375-4984.

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OCEAN VIEW! Owner will rent completely furnished condominium by week or month. Fireplace and wet bar. 625-1400. June Green. Ocean Pines, 17 Mile Drive, Pebble Beach.

VACATION RENTALS, property management. Ione Miller, San Carlos Agency, Box 4118, 624-2510. 624-3846.

WE HAVE several furnished homes available by the month, cottages available by the week.

Barbara Wermuth
CARMEL REALTY CO.
Phone 624-6482

For Rent

FOR LEASE: Unfurnished Carmel 2 bedroom, 2 bathroom home. Clean. Has range, refrigerator, drapes, fireplace. Many desirable features. Mature couple. No children, pets. Gardening furnished. \$300 per month. 624-4489.

NEW APARTMENT - 1 bedroom, 2 blocks from Ocean Avenue. \$325 per month. Lease required. Carmel Associates, 624-5373.

2 BEDROOM OLD Carmel charm home. 2 blocks to town and Post Office. \$300 a month, available April 1st. 625-1871.

CARMEL VALLEY - New large 2-bedroom, 2-bath apartment, fireplace, dishwasher, self-clean oven, self-defrost refrigerator and private deck. 659-4474.

FURNISHED 3 BEDROOM, 3 baths, electric kitchen, fireplace and deck. South of Ocean. One block to beach. \$500. 624-5543.

LARGE ROOM for rent, kitchen privileges, refrigerator, T.V. cable, private bath and entrance. 624-1606.

SMALL room for rent. Home repair can be part rent. References required. 624-1606.

FURNISHED ROOMS and apartments in sunny Carmel Valley. Available at low off-season rates, mid September to mid June. Some color televisions, some fireplaces, heated pool. No dogs. Blue Sky Lodge. 659-9980.

CARMEL VALLEY, 2 rooms furnished or unfurnished. Large dressing rooms and bath. Carpet and drapes. Quiet. Light cooking permitted for mature women. Non-smoker. \$140. Also share cost of electricity. Other utilities paid. 659-4506.

For Rent

3 1/2-ACRE PASTURE with water and small shelter with space for hay and tack. Call 659-3557 after 6 p.m.

ROOM FOR rent or lady or couple to share home with working lady. Beautiful view. 394-4268, 372-3497, 372-9343.

SCENIC DRIVE -- Carmel. Fantastic View. Well furnished 3 bedroom 2 bath home, plus large family room & bath. Spectacular Lanai for outdoor entertaining. Available by month or longer. Call 624-7479 or write Box 954 Pebble Beach. Broker.

3 BEDROOM, 2 BATH completely furnished home near main Carmel Beach. Garage, color T.V., \$600 month or \$175 week. Write Carmel, P.O. Box 3894.

2 BEDROOM, 2 BATH home. Close in with antique furnishing. For lease at \$350 to adult couple. No pets. George Conn, Real Estate. 624-1266.

CHARMING PEBBLE Beach guest cottage. 1 room with full bath, furnished including all utilities and TV cable. Kitchen facilities in main house. \$125 monthly. 373-7168.

OFFICE SPACE available, suitable for studio. Carmel Valley Village. 659-2594.

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ADORABLE ABODE, beautifully furnished. 1 bedroom, 2 fireplaces, secluded garden. 1 or 2 persons, no children or pets. On bus line. 6 month lease, references required. \$300 a month includes utilities and gardener. 624-8417, March 30 and 31.

2 BEDROOM OLD Carmel charm home. 2 blocks to town and Post Office. \$300 a month, available April 1st. 625-1871.

FURNISHED 2 bedroom, 1 bath. \$300 includes utilities.

UNFURNISHED immaculate, downtown, 2 bedrooms baths \$330.

UNFURNISHED new, modern 2 bedroom, 2 bath tree house. 7th at Forest. \$410. Ione Miller, San Carlos Agency. 624-3846.

ON CARMEL POINT, April 1 to August 1. A charming 2 bedroom furnished house. 2 baths. \$450 a month.

HATTON FIELDS MESA furnished house with a gorgeous view. 4 bedrooms, 3 baths. Available May 1 to Nov. 1. \$600. Village Realty.

Real Estate

For Rent Commercial

OFFICE -- FINE location, corner 7th and Dolores, attractive 12 x 15 room -- carpeted. Nice view. References needed. \$90 month. Call 624-2522 or Write Box 4444.

WAREHOUSE SPACE FROM 1000 to 8000 square feet available soon. Taking reservations now. Centrally located, call 624-5003.

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CARMEL RESTAURANT FOR lease. Under construction, available summer 1974. Excellent downtown location. For information call (408) 373-2726.

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CHARMING 1 BEDROOM house. Furnished. \$250 a month. Village Realty.

SWING INTO SPRING. Carmel Golf & Country Club on Fairway. 3 bedroom, 2 bath. \$450 per month. Vince Bramlet, agent. 624-0176.

CARMEL LIVING. 2 bedrooms. Walk to town. \$300 month. Vince Bramlet, agent. 624-1076.

FOR LEASE in Mission Fields. Unfurnished 3 bedroom, 2 baths \$325. Village Realty.

Real Estate

UNOBSTRUCTED WATER, mountain view, Early American, 3 bedroom, 2 bath, living dining room with raised hearth, open beams, lots of wood, shutters, Colonial kitchen. \$79,000. Ione Miller, San Carlos Agency, 624-3846.

HIGH MEADOWS lot No. 35 -- Valley view -- wind sheltered with approved plan. \$21,900. 624-9571.

CARMEL, 2 BEDROOM, 2 bath quality built home on large lot. 5 blocks from Village. \$62,500. Owner, 624-2983.

CARMEL -- FOR Sale. Small House: good location, \$48,500. Weekends -- evenings. 624-3113. Box 2266.

IN CARMEL Valley Village - Commercial lot for sale by owner. All permits, variances and building plans approved. Fronting on Carmel Valley Road - 38 by 130. \$16,000. Call 624-7269.

GOVERNMENT LAND \$5 an acre. Write: Land Grant, 1174 Arrowhead Ave., San Bernadino, Calif.



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Richard S. French, Broker
Across the street from the post office
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Charity Crane - Mary Thystrup
Open Sundays USGS Topographic Maps

The OLDEST firm in the Carmel Valley
With the NEWEST listings to suit your needs.



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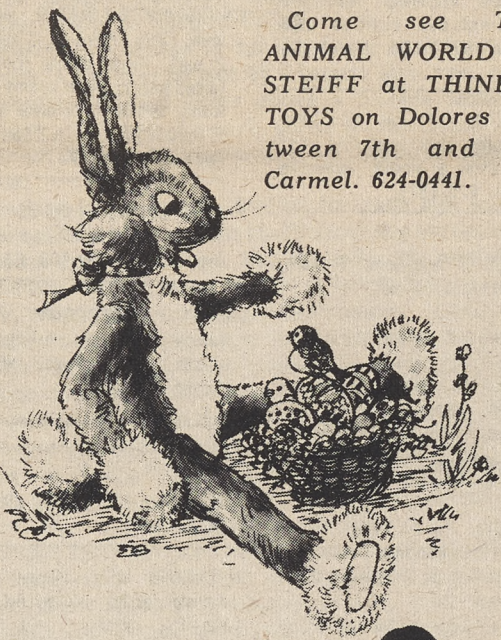
SHOP HOPPING



ALL \$1.00 EACH! A Great Sale is now in progress at THE SECRET GARDEN. Small pots of established plants, regularly \$1.50 and up, now only \$1. This special includes many different and unusual varieties of CACTI, SUCCULENTS, IVIES, FERNS, PRIMROSES, BEGONIAS, WANDERING JEW, HERBS, and many more. Sale ends March 31, so hurry! Supply is limited. THE SECRET GARDEN, gateway on Dolores between 5th and 6th, Carmel. 625-1131.

GIENGEN-ON-THE-BREIZ in Germany is basically a village of toymakers. Its cobblestone streets and houses, many centuries old, provide a "Hansel and Gretel" setting for the 60-year-old factory still owned and operated by the STEIFF family. Made in the same handcrafted way established by its founder Margarete, a STEIFF TOY is one of the few things we can count on to outlast us.

Come see THE ANIMAL WORLD OF STEIFF at THINKER TOYS on Dolores between 7th and 8th, Carmel. 624-0441.



A special new line at FLAIR: "MR. HANK" -- THE SEPARATES IDEA.

Long skirts in a delightfully new patch effect...quaint, with nosegays and lace...bold, with the bandana feeling...darling gingham and eyelet checks...all have elasticized waists with shirred Grosgrain, ribbon for accent. Sizes: small, medium and large from \$40.00.

Many new halters, crop-tops and blouses to coordinate with these lovely skirts, all at FLAIR...OCEAN AVENUE and MONTE VERDE, CARMEL. 624-5717.

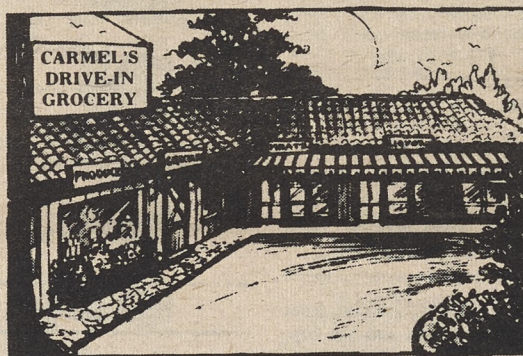
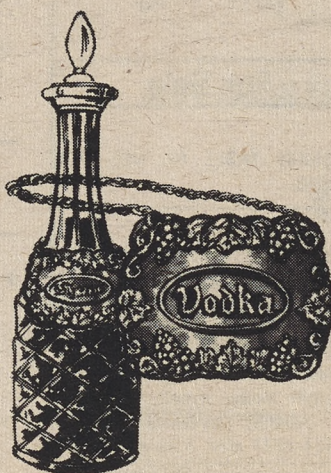


At INTERNATIONAL DEN: To add that special gracious note when you are entertaining...solid pewter grape design labels with a chain (as shown) to suspend from your favorite libations...

CHABLIS,

BURGUNDY, BRANDY, SCOTCH, to name a few, as well as a pewter wine coaster and pouring spout.

For the unusual in gifts, whatever the occasion...INTERNATIONAL DEN on 6th between Dolores and Lincoln, Carmel. 624-5913.



CARMEL'S VEST POCKET SUPER MARKET. You'll find all your grocery needs plus parking and fast in-and-out service here.

CARMEL'S DRIVE-IN GROCERY, open 7 days weekly for your convenience at the corner of Dolores and 8th in Carmel. 624-3476.

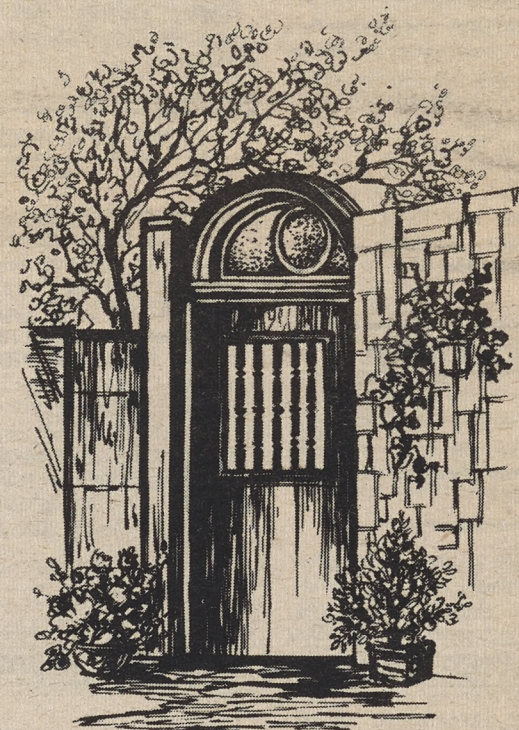
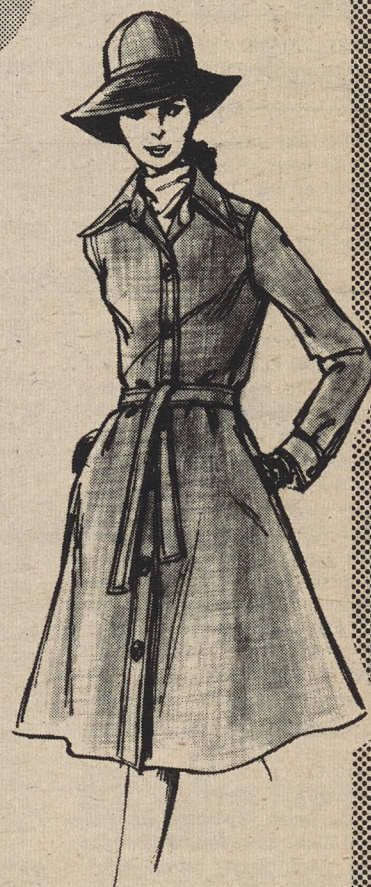
Hey, you teens, dress up your JEANS. Brushed cotton in faded blue -- good looking, good fitting pants. Top it off with a 'now' look top. Print cotton teamed with cotton knit trim in blue combination or yellow. Pants by Hillbilly - \$10, tops - \$9 at the Teen Department, GLADYS McCLOUD, on Ocean between San Carlos and Mission, Carmel. 624-3762.



The first of HALSTON'S GREAT Italian denims group has arrived at KRAMER'S.

Sketched is his belted shirtdress -- uncluttered chic topped by the matching sou'wester rainhat. Arriving shortly will be his skirts, short and long, a box jacket pantsuit and a double breasted wide lapel belted coat.

HALSTON'S SUPERCHIC FOR KRAMER'S, Ocean Ave.-by-the-Library Patio, Carmel.



GRAND OPENING - Spring is here - at last. So is the GARDEN FARM. Come to the GRAND OPENING March 30 to April 7, 10 a.m. to 4 p.m., 4 Pilot Road, Carmel Valley. House plants, rare plants, small plants, all kinds of plants. Phone 659-4810.

Now at the CARMEL VALLEY FARM CENTER, Men's and Women's JAC-SHIRT of SUEDED COWHIDE in the new faded blue with brass snap closings. Men's sizes 36-42, ladies, 10-16. Marvelous for vacation wear on the Peninsula or around the world. \$67.50.

FARM CENTER, Carmel Valley Road at Robinson Canyon. 624-4737.



spring
fashion

A STROLL through the woods is a reminder of spring. (Photo by James D'Acquisto of Carmel).

Kalso Earth Shoes -- tripping the light fantastic



BONNIE REINHOLD of Kalso Earth Shoes demonstrates some of the styles available. (Staff photo).

By TRICIA GORMAN

What is an Earth Shoe?

Invented by a Danish woman more than 10 years ago, the Earth Shoe is a specially designed shoe which is raised in the front so the heel portion is lower than the rest of the foot. Intended to be contoured to how the foot stands on sand or soft earth, the Earth Shoe tilts the pelvis forward, thus straightening the spine.

The shoe is especially recommended for those with back or feet problems, but Bonnie Reinhold, of Kalso Earth Shoe Store in Plantiles Court on Dolores, says they are good for all people since they promote good posture.

Two and a half years ago Bonnie was living in Ann Arbor, Mich. She always had trouble finding comfortable shoes, until she chanced upon an Earth Shoe shop. She quickly became an enthusiast and her flat feet

were no longer a problem because Earth Shoes strengthened her arches and her back stopped aching from a car injury she had received.

When Bonnie planned to move to California, she went to the Earth Shoe store to find out where outlets were and learned there were none. That's when Bonnie, a French major, decided to go into business.

"I decided I might as well sell them in a story," she

said. "I had already been selling them through word of mouth to all my friends.

"I enjoy selling them because I believe in them," she indicated. "I had a compression fracture in my lower back and had had trouble with it for over six years. Since I've worn Earth Shoes, I have had no problem."

"The stores are usually started by people who love the shoes themselves," she said.

Bonnie explains that walking with Earth Shoes gives one the effect of rolling forward. She says wearing them strenghtens the arch, takes pressure off the metatarsal part of the foot, and balances pressure more evenly over the foot.

"You got a lot of toe room in Earth Shoes, too," she said.

"These shoes are particularly good for nurses and waitresses—people who have to be on their feet a lot. Most people take their shoes off when they get home from work. With Earth Shoes, you don't even think about your feet in the evening.

"They are good for long walks, too."

Earth Shoes come in numerous styles and materials. There are sandals, clogs, shoes and boots for both men and women. The shoes come in suede and smooth leather.

"They do take a while to

get used to," Bonnie warned. "It's quite a change when you're used to walking in heels. It gives your legs a lot of exercise at first," she said.

Bonnie's shop was the first Earth Shoe in this part of the country, but since that time, numerous branches have appeared throughout the West. Bonnie runs a mail-order business, too, with customers in Oregon, Washington and other parts of California.

A recent article in Time magazine brought Earth Shoes national recognition. Since that time the factory has not been able to keep up with the number of orders it has received.

"Funny enough, they aren't as popular in Denmark as they are here, according to Anna Kalso, the inventor. I think people are more open to new ideas in this country," Bonnie said.

She explained the Danish woman invented the shoes 10 years ago when she noticed the spine is not straight when people wear heeled shoes. As a yoga teacher, she felt a straight spine was important to foster proper breathing. She had her shoemaker take the heels off her shoes and build up the front part.

When she saw what it did for her posture, she started making them for her friends. Earth Shoes were born.

At 68, Anna Kalso is a very healthy, active woman. She

recently visited California and walked 100 miles of Big Sur coast, 25 miles a day, to test Earth Shoes.

"If your feet aren't tired, it gives your whole body more energy," Bonnie said. "If your feet feel good, you feel good all over."

Bigger
&
Better

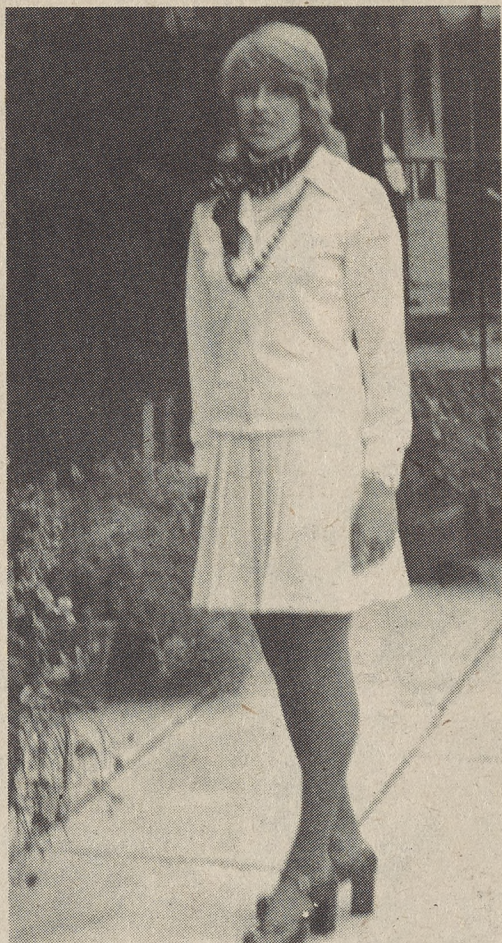
The Bow Tie: Winging In. The bow tie, back for a return engagement, is certainly bigger and better than ever. The bows are more exaggerated than the styles worn in the Gatsby era, but they have the real haberdashery look of the '40s. Clipons and self-ties are wider and brighter, and are being featured in prints, paisleys, textured stripes and solids. Most buyers are convinced that they are not a fad. While bows usually make up 5 per cent of total tie stock, now they are getting a 20 per cent share. One accessory buyer commented that the resurgence of the "butterfly" was inevitable. "With sweaters featuring U-neck and V-neck styling, the bow tie just had to come back."

DAVE
cent w
wears
Caroll
(\$47.95)



Spring has arrived at M'Lady Bruhn! Easter fashions are now available in all sizes and colors.

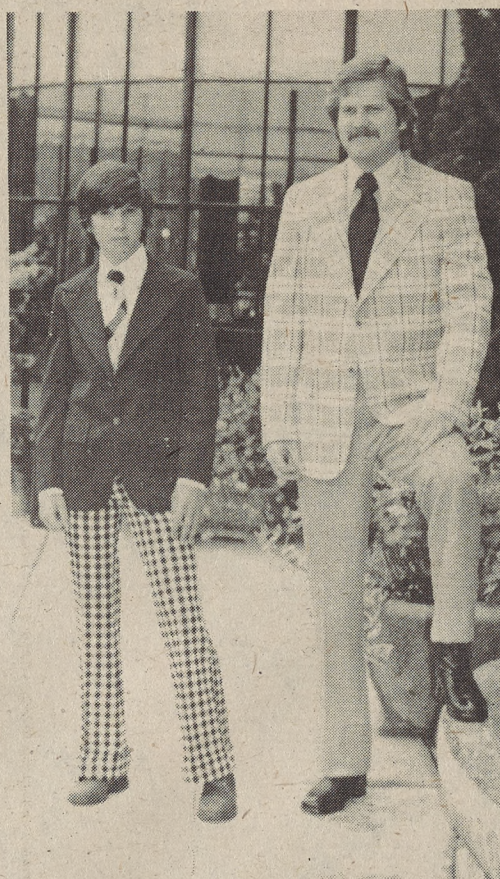
Carol Woodson is wearing an off-white 2 piece suit by Alfreda. Available in sizes 5-13. \$41.95.



OPEN 9-6 DAILY
THURSDAY
TILL 9
SUNDAY 11-5

**M'Lady
BRUHN**

Layaway
Welcome
Free
Alterations



Dave is wearing 2 piece knit sport suit by Jaymar. Available in Blue and Brown.....\$100.00

Tom is wearing knit cuffed slacks by Billy The Kid. Polyester sport coat. \$35.00

These and other great selections in new spring colors and fabrics available now, just in time for Easter.

DICK Bruhn
"A MAN'S STORE"

OPEN 9 - 6 DAILY
THURSDAY TILL 9
SUNDAY 11-5

Your
BANKAMERICARD
welcome here

Bruhn Charge

WE HONOR
master charge

Rings are more important than ever

On the jewelry scene, Shirley Turrentine and Sherry Hemphill of La Porte's in Pacific Grove say rings are more important than ever.

"People are buying larger rings than before, and are returning to some classic designs. Colored gem stones are continuing to grow in importance," they explain.

They also say that ring guards, also known as jackets, are becoming more and more popular. Ring guards are matchings bands on either side of a wedding ring or an elaborate dinner ring.

"They are used as fashion assets and can be changed according to the outfit."

Women are interested in different effects from rings -- rings are becoming increasingly fashionable, they say.

"Even those married 50

years are buying rings to match their engagement rings, mixing the old with the new."

They say fashion jewelry for men continues to dominate the scene in the form of body jewelry such as neck chains and pendants.

Men are also buying lapis-lazuli, a blue stone worn in rings or cuff links.

"Of course, diamonds and gold are as popular as ever with men."

Women are coming back to pearls, they say, in keeping with the return to the elegant look in fashion. There are new combinations that consist of pearls with gold, pearls with colored stone beads.

"The trend seems to be towards using imagination in combinations rather than simply matching," they say.

"People can even look at

the jewelry they have now and be more imaginative about how they wear it. It makes a difference where you put a pin, or how you wear your beads and with what outfit."

Ruth Buol of Buol's Jewels says people are still buying a lot of pendants.

"And we are seeing more requests for dangle earrings, even from our more conservative customers," she says.

"We are also selling more necklaces than before, and of course, rings are as popular as ever."

She says in terms of color, aqua is not selling as it was, but that the green-black, topaz-black and lilac-green combinations are popular.

"We are also seeing a lot of requests for pinks -- pink and blue, pink and brown -- these are popular colors."

Sweater Scene

Weather or no - the sweater is a strong fashion additive to many of the moods and fashion looks of the season. Although sweater fabrics are becoming more common over-the-counter, newer and more exciting are the knitting and crocheting directions the pattern companies are offering in their catalogs.

And for day or evening, the sweater look is inspiration for furs. Everything is soft,

relaxed and often combined with knit sleeves, cuffs, collars or bodices. Fox is still big, and watch for fitch, lynx, nutria, stone marten and, of course, mink and sable.

Reruns

Encore! The '50s: The influence of the '50s is felt everywhere, in New York and Paris. And, although it's a young look, its influence is already being felt in more conservative circles. Select

your patterns with distinct fashion looks in mind -- the sundress, pedal pushers, straight skirts, the circle skirt, strapless tops and dresses, and the prom dress...all with the important young look in view. Coordinate the patterns with '50s-inspired fabrics such as bizarre prints, slipcover florals, wallpaper prints, satins, metallic, crisp cottons, terry cloth, elasticized puckered fabrics, and organdies, tulle, and lace for prom dresses. Interesting, all by itself, that the prom again motivates fashion.



DAVE (CENTER) has the linen look with 100 per cent polyester pants (\$35), U-neck 100 per cent wool sweater by Pebble Beach (\$27.50) and knit shirt by Puritan (\$12.00). Kerry (right) wears coordinated outfit by 'Billy the Kid'; Jacket (\$9.00), Pants (\$6.75) and Shirt (\$5.50). Caroll (left) wears a 3 piece pants suit by Alfreda; voile blouse, white slacks and tank top (\$47.95). Available at Dick Bruhn - Carmel.

Adorable Easter dresses and coats for the infant and toddler...

bunnys too!!



By Florence Eisenau, Sylvia Whyte, Piccolino, Dane Copeland and others.



The Crib Set
Lincoln Lane
Lincoln Street
Between 5th and 6th
Carmel

THE HAWAIIAN LOOK

in flowered shirtwaist dresses by Lilly Pulitzer -- Sunback dresses too! Girls sizes 4 through 6X and 7 through 14.

Jeans in the same flower prints.

Wash and wear in beautiful fabrics.



BELLES and BEAUS

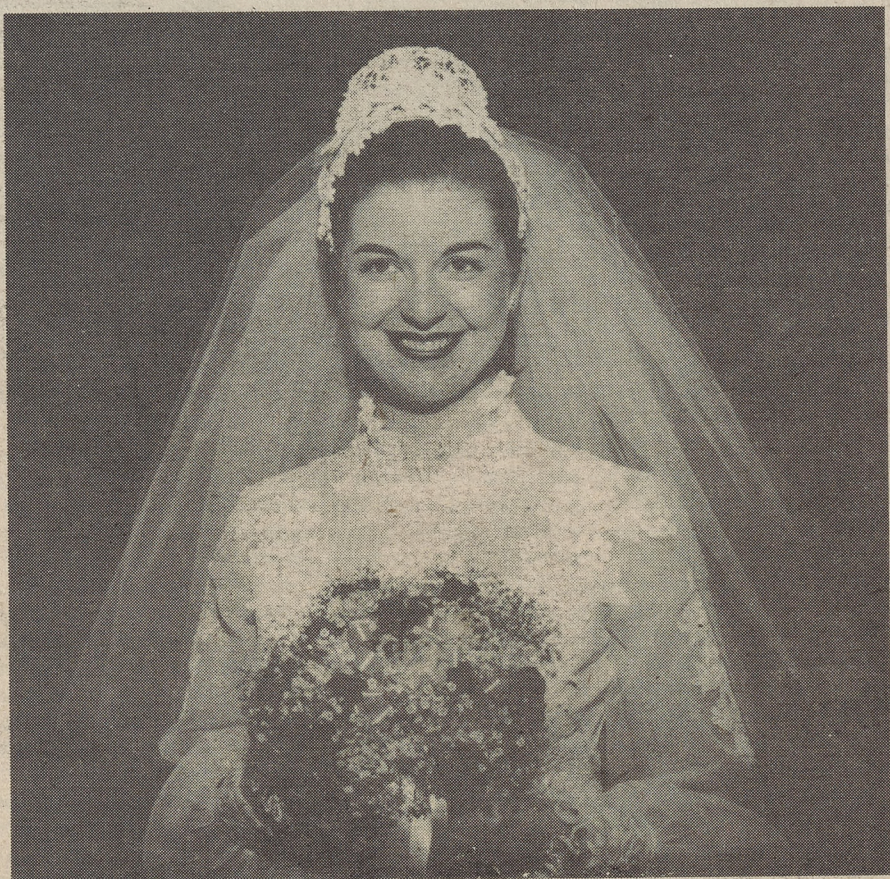
Lincoln Lane-Lincoln Street
Between 5th and 6th
Carmel

Slipping into elegance

Although it's a proven fact that American women prefer pants to dresses, when they do dress up, they want quality hosiery that gives a smooth, sheer look of the leg, and almost totally avoid anything that sparkles or is too bright. With this in mind, French hosiery manufacturers are coming out with classic, refined panty-hose to

accent the return to feminine dress styles. Collors are traditional and subtle. A spokesman for one company said that current emphasis is definitely on sheer, neutral hosiery colors. Natural skin tones in sheer or small-ribbed styles are best sellers. The trend is toward lighter weight styles. Hosiery that was 20 denier

nylon last year, is now 10 to 15 denier. Seamed stockings and pantyhose made a brief appearance last year, but didn't catch on.



Holman's Bridal Salon . . .

If your dream of love is about to come true...we, at Holman's, would be delighted to help you plan the most memorable event in your life...your wedding day! Our bridal consultant will help you select the perfect gown to express your individual personality...and show you the newest fashions for your attendants and your mother. Yes, we've made many hundreds of brides very happy throughout the 20th Century. Won't you let us contribute our experience and expertise to the joy of your wedding day?

Holman's
PACIFIC GROVE



FEATURED ABOVE on left, easy-care washable Rainbow coat with flowered dress. Complete ensemble \$45. Sizes 5-10. On right, Rainbow easy-care all-weather coat \$32.95. Danskin slacks are \$8.50. Available at Belles and Beaus, Carmel.

For Easter and those other special occasions

Dresses in sheer organza overlays -- also in prints and gingham checks.

An assortment of styles and colors to please the dotting mothers and grandmothers!

SIZES: INFANTS
Medium through extra large
Price from \$6.00

TODDLERS
2 through 4
4 through 6X
7 through 14
Price from \$12.00



All the necessary accessories available, as always.

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Giving men a choice in wedding attire

The more than 2,275,000 American men who'll marry this year have a choice.

They can wear every pattern, texture and color imaginable to their wed-

dings.

Even if the ceremony is formal, as 85 per cent of the first marriages will be, the bridegroom can appear in soft pastels or vivid

primaries.

Manufacturers of men's wear are offering color in tuxedos, dinner jackets, formal separates and furnishings.

The result is total coordination from a fellow's tie to his toes.

Quite appropriately, the whole concept of wedding fashions is predicated on a togetherness approach.

And the new emphasis on color enables bride, bridegroom and the entire wedding party to blend beautifully, with a minimum of effort. In fact, formal wear rental specialists across the country are touted as the new breed of match-makers, offering to apply their style and color expertise to each wedding.

Tuxtail is one of the most versatile formal fashions around. With the modified cutaway front and longer back, it's the perfect marriage of tuxedo and tailcoat. Formal trousers are tailored with a slight flare and may be either black tropical worsted or a jacket-matching fabric.

Frilly shirts are putting up a great front for contemporary formal fare. A man can take his choice from a selection of pastel-trimmed whites as well as a full spectrum of soft colors, shown to best advantage with a coordinated bow tie.

The oversized teardrop is the current favorite. The Windsor is sensational teamed with a velvet U-shaped vest.

The creative explosion in formal wear for the bridegroom and his men lights up the bridal scene with dozens of style, color and fabric options, all lending a unifying theme to the festivities.

And, today's light, action loving, easy-care fabrics help smooth out the wedding flurries.

Men's fashions more conservative

Jim McKibbin of Carmel says that men's fashions are basically a continuation of last year's look, with the only trend being toward a more conservative look.

"Rather than bell bottoms or two and one-half to three-inch cuffs men are returning to a more traditional look. Button down shirts are back. Pants are more straight-legged," he said.

Pastels are popular this season for the men as well as

for the women according to buyer for Dick Bruhn and the Back Pocket, Dale Gaisford. The darker burgundy shades and browns are succumbing to the lighter, spring look.

He also said stripes are back, in both pants and shirts. Denim and leather continue to be major selling items. Even suits are being made in denim this season.

He indicated men's fashion is tending towards coordinates, an area long dominated by lady's fashion.

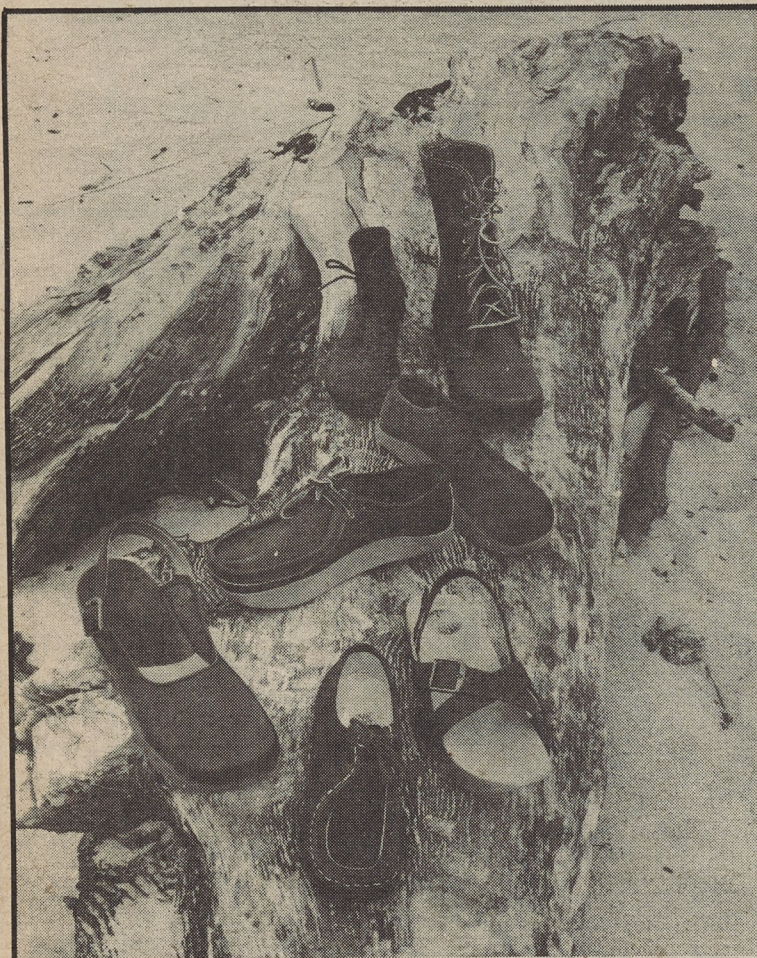
Elastic waistband finds new appeal

Elastic waistband bagtype pants will continue important in young men's apparel through spring '74. That's the opinion of several leading makers of jeans and dress jeans. Manufacturers indicate that the elastic waistband, recently popular in the big bold striped uncovered shirred elastic models for a dressier, less novelty-type approach. They say the elastic band also is appealing to girls, who for

some years now have been buying their slacks and jeans in young men's stores and departments and in tops and bottoms shops. The reason for this is that the higher-rise cut with a regular waistband on many of the new bag-type pants doesn't fit the women customers as well as the basic low-rise, Western-type jeans model. The too-big waistline problem on the higher-rise pants is eliminated with the elasticized model.



THE WEDDING will come off without a wrinkle when the bridegroom wears a Dacron polyester with dramatic accents of velvet and satin.



Ask About Our Free
Burlap Book Bags
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KALSO **earth**
shoe

for people who walk on this earth . . .

If you've walked barefoot on sand or soil you know how great it is. Your heels sink low and your feet embrace the earth. Then you put on your shoes, return to the city, and become another concrete fighter . . . but the concrete always wins. You yearn for the earth that lies buried beneath the city. The Earth Shoe is the first shoe in history with the heel lower than the sole . . . this helps return you to nature though you are forced to live in a cement-coated world. The Earth Shoe's patented design gently guides you to a more erect and graceful walk, and reduces fatigue and the aches and pains caused by our hard-surfaced city.

For men and women in shoes, sandals and sabots.

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AT EASE!

Your entire wardrobe worries are gone
in one very together fashion ENSEMBLE
of 100 per cent texturized polyester
tailored for CUSTOM HOUSE.



Solve the wardrobe crisis - how to make things go together without trying too hard. The ENSEMBLE is one quick and easy answer: a colorful plaid sport coat, color-keyed solid-hued trousers and a belt to match the coat! It all adds up to a lot more fun without worry and it's all tailored for CUSTOM HOUSE.

The ENSEMBLE solves still another important problem: how to stay cool, calm and collected when the heat bears down. The entire outfit is tailored of a superlative 100 per cent texturized polyester fabric...a give-and-take fabric that has a free-feeling and a free-wheeling performance. It bends and flexes with your every move, in utter comfort. It sheds wrinkles to keep pace with high-speed living.

Color is the key to the ENSEMBLE's visual appeal...the sport coat is right on the button, right up to the minute in its dashing, daring patterning...and the very same colors are perfectly repeated in the sport belt and the solid-color slacks. It goes together beautifully as a fashion package...and you'll see it at a glance.

Sofftailored. There's comfort built into every ENSEMBLE - thanks to a special tailoring method that assures you precision fit at all times.

Today, when getting more for your money is the name of the game, this ENSEMBLE does its job exceptionally well: you get more fashion coordination and correctness, you get more value, more colorful eye-appeal, more practical comfort...all this plus the famous label - CUSTOM HOUSE.

OPEN FRIDAY 'TIL 9 P.M.
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GENTLEMEN

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Downtown Monterey

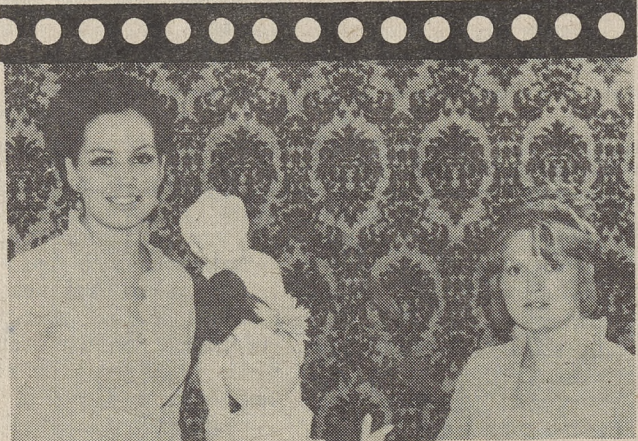
Hairstyle liberation

As observers over the thousands of years have noted, fashion can be a rich field for sociological enquiry, and the fashions governing the way we wear out hair are no less pertinent than the fashions governing the clothes we dress in.

The history of hair repeats itself. In 1636, for example, an angry professor in Cambridge University in England seized a student and while holding him down on a "buttery hatch" sheared off his hair with a bread knife. At the same time Oxford

threatened to expel students who wore hair "indecently long." By 1655 Harvard became worried and issued a rule that it should not "bee lawfull for any to weare Long haire, Locks or foretops," or "to use Curling, Crisping, Parting or Powdering." Harvard President Charles Chauncy even devoted most of his commencement sermon to the subject, quoting the Bible to prove that "the Lord hath forbidden unto men long hair."

In the 19th-century the hair on men's faces caused more trouble than the hair on their heads. The outstanding American champion of the beard was Joseph Palmer, a New England butcher and farm-produce merchant. In the 1830's he was persecuted and called a "fiend incarnate" for wearing a beard. He was jailed, beaten and starved. But when he died at 84 in 1875, he had the last laugh; most of the solid men of America were wearing beards.



LaVonne Rae Andrews and her stylist Carolyn Bragg

LATEST HAIRSTYLING FASHIONS FOR 1974



Blower cuts, body wraps and organic face lifts

Village Court
Mission near Fifth
624-9095

Mr. Fritz and Mr. Mell are here on Saturdays.



The elegance of white gabardine designed by



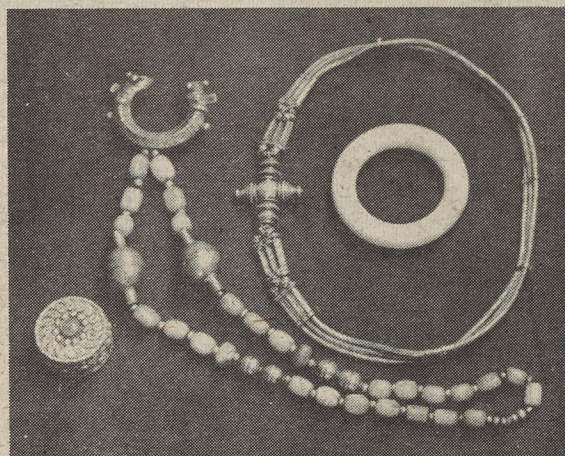
Design Boutique
San Carlos & Fifth
Carmel, California
625-1166

freckles



RITA CAPELLI sparkles in this halter dress—a polyester and knit combination—designed by Young Edwardian in bright, bright orange. In the junior department of Gladys McCloud—only \$22.

We have old Turkoman necklaces of silver and amber. Antique silver belts and ivory bracelets from India. Elephant hair rings, bracelets and earrings from Africa. Also a beautiful assortment of trade beads, amber, 16th Century Dutch cobalt beads, clam shell, snail shell, glass, palm nut, volcanic ash, antique chevron and many more. These to be bought separately and you have the pleasure of creating your own.



XANADU

6th between
Dolores & Lincoln
624-4453



The Fashion

It isn't the style of clothes, but the feeling you have when you wear them.

The Barber hair products.

"Hair is the halo of the mind."

The Barber
Carmel

This is the year for the real American woman

Remember the 1960s? There was Nostalgic Nellie, heroine of the 1930s, in one corner; and in the other, mad, mod Millie, the kicky young thing who thought every occasion a costume party.

And caught in the middle -- you, the American woman.

Well, this is your year -- the year that finds the independent American woman winner and finally champ after the long fashion bout.

Nellie and her late show frocks have pretty well

settled down to the fashion capitals -- Paris, London, Rome, yes, even New York, where couturiers design new dresses with an old look for well-heeled customers bored with the classics.

And mod Millie, like mini-skirts, hot pants, long, stringy hair, the peasant look, the ethnic look, and chunky, clunky shoes, is going...going...and almost gone.

That, happily, leaves you -- Ms. America, no longer squeezed between fashion

trends, but free to choose between the best of the trends:

--Soft, romantic dresses...or faded, denim skirts and jeans.

--Hemlines at the knee, below the knee...or above the knee if that's where you like them.

--Short, curly hair...or long waving softly down your back.

--Slim skirts with big, blousy tops...or the big, full skirts with slim tops.

--Primitive-looking

jewelry hung with big baubles...or slender little bracelets and necklaces in everything from denim to sterling.

Then there are the popular "nonsuit" suits, so soft and unstructured that they look almost like dresses.

And as hemlines drop, so do necklines, with lots of décolletage and bare shoulders.

Colors flash hot like red, jade green, or royal blue or cool off with white, pastels, sand, ivory.

Sportswear dominates. And almost nobody gives up pants.

But evening clothes dazzle with more glamor than ever -- ruffled chiffon or organza, one-shoulder necklines, and uneven, "handkerchief" hemlines.

Shoes climb higher on slimmer heels.

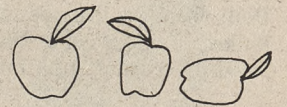
And more women buy "seasonless" clothes that go economically from spring to summer and into fall.

It's the year to move softly into spring -- the year of

alternatives.

If the oldies appeal, put the look together right and present your own Nostalgic Nellie face. Or be as contemporary as you like.

Dance the continental or keep right on grooving to the funky chicken. It's your year. Enjoy it.



Solid colors are the thing for men this spring

If you're doubtful about your taste in clothing, if you're not certain what new items you ought to add to your male attire for spring, if you don't have a bunkie to give you advice, visit a clothing store.

Look for the best-dressed salesman in the place, the guy whose clothes you most admire. Ask him what you ought to wear and, chances are, he'll come the closest to pleasing you.

One word of caution: If he's the best-dressed, it may be because he's the best salesman, so leave the rent money at home.

Ratner, the men's wear manufacturer which is among the giants in the industry, is already thinking ahead to spring -- and summer and fall and winter, for they work at least a year ahead.

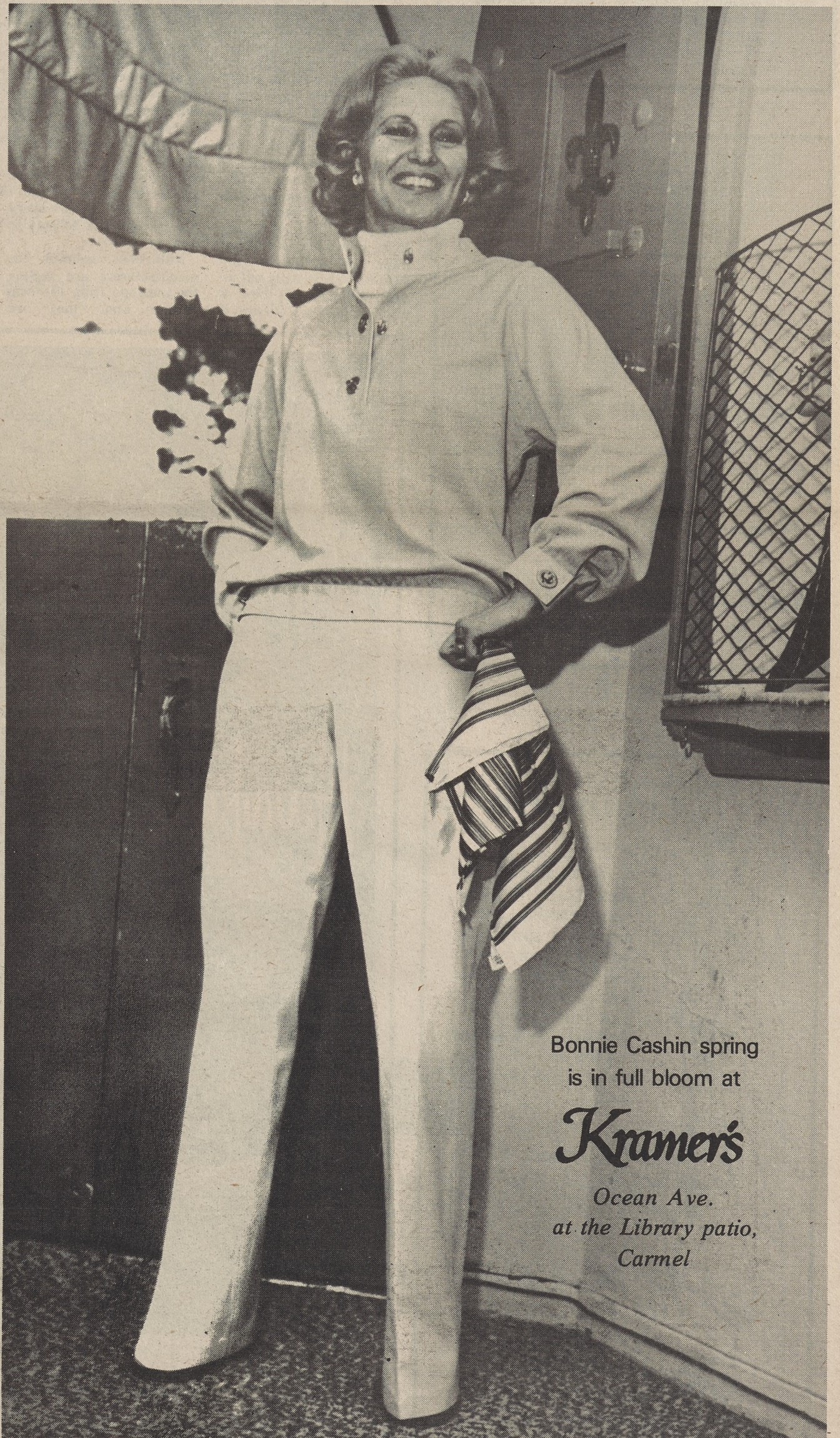
But spring is of primary

interest to the guy who's going to be buying for the next few months, and the manufacturer has words of advice for the man who would greet spring with a spring in his wardrobe.

Look for texture this year, that texture which features surface interest in clothing, which gives them body and a weighty feeling.

Solid colors are the most versatile styles, for they can be worn with more things. A solid sport coat, for instance, can be worn with pants that are solid or patterned. A patterned sport coat really demands solid-color pants.

Ratner warns that fabric dye lots can change color as the months roll by, meaning that the original hues won't always be the same. They advise purchasing separates from one company so that if there are changes in colors it's more likely they'll fade as one.



Bonnie Cashin spring is in full bloom at

Kramer's

Ocean Ave.
at the Library patio,
Carmel

Trust us
with your
designer
fashions!



To supplement our quality cleaning, we now have Mrs. Eleanor Colbourn for fine couturiere and fashion tailoring. Available for fittings and alterations from 9:00 a.m. to 5:00 p.m.

"We Pamper Party Clothes"

CARMEL CLEANERS

Junipero at 3rd

Carmel

624-3616



Children's Shop

SPECIAL
STOREWIDE
EASTER SALE

Polly Flinders dresses in easter egg colors for young ladies; precious coats, bonnets and dresses for babies; handsome dress suits for the very young man.

A menagerie of Easter toys, including the beautiful Beatrix Potter Toys by Eden.

Be ready for warm days with our Casual Time Sports-wear; Aquativity swimsuits; Buster Brown shorts, tank tops and t-shirts.

562 Carmel Rancho Shopping Center
Carmel 624-0771



PAT'S VALLEY HAIR FASHIONS

For that new look to perk up your spring outfit, phone our creative hair stylists for an appointment. 624-9249.

Jhirmack and REDKEN retail center.

PAT'S VALLEY HAIR FASHIONS

Mid-Valley Shopping Center
Carmel Valley

The Plum Tree

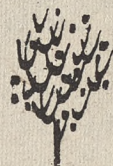
introduces



Country

Sophisticates... cool, calm, collected. Easy care better sportswear. An ice cream parlor chock full of delicious colors...Iced chocolates...orange sherbert...vanillas. Add the flip of a little skirt for a most well-bred look.

Trouser	\$32.00
Blazer	65.00
Turtleneck	12.00



The Plum Tree

"The Biggest Little Shop in Carmel"

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Separates are the wo

Nancy Hastie, co-owner of Freckles of Carmel, with Betsy Nason, has just returned from a trip to Paris and the word this season, according to Nancy, is separates.

"Nancy said that all over she saw separates-blouses, skirts and pants," Betsy said. "You can really play with separates."

"The basic classic look was prevalent, too. Pantsuits are on the way out."

Betsy said pant styles for spring have changed. The new Paris pants are tightly fitted around the hips, with a straighter leg than in seasons past. "Pants aren't strictly straight-legged, nor are they flared - something in between."

She said she rarely sees cuffed pants anymore.

"A lot of New York designers are following the French cut in pants."

As for accessories, Betsy feels they are the most important thing in any fashion. "They really put an outfit together. I think a woman looks half-dressed if

she isn't wearing any accessories."

Richard Rittmaster of Kramer's on Ocean at Lincoln sees the 12-month wardrobe as a long-range trend. He feels the idea of a seasonal stock is not as clearly defined as it has been in the past.

"People travel more, now. They need to have clothes for all seasons," he said.

He also feels the clothes consumer is more individualistic.

"People tend to choose things that suit them rather than just following fashion."

"They want more practical clothes-clothes that last the year-round. Buying clothes on a long-term basis is really a better investment in the long run. The consumer may pay more initially, but in the end he saves because he isn't buying something new every few months just to stay in fashion."

Rittmaster believes the manufacturers are getting the message from the consumers and "they are

making clothes which give a lot more mileage."

"There isn't any special fashion color. Each person has to choose what suits him best individually," he said.

"It's the prettiest spring in years," says David Hughes of Cinderella and Cinderella Hayloft. "The fads of the 1960s are dead, with the only carry-over being denims."

"The 1970s is a return to elegance," he said. "We're seeing more well-made clothes. There's a return to a soft, feminine look."

He said he found these trends in the market all the way through his buying for this spring-colors are fresh and soft and the shape of the clothes is very softly constructed.

"Clothes this spring tend to be simple, undecorated, outfits that can be accessorized up or down, made to look sportier or dressier," Hughes said.

He indicated there are more sleeves on dresses this year than before.

"With the softer fabrics, long sleeves don't look too

bulky," he observed.

He also indicated there are more flaired and pleated skirts this year.

He concurred with Betsy Nason of Freckles with regard to pant styles.

"The very wide leg pant and cuffed pant are on the way out," he said. "We are returning to a modified pant that gives a soft balance to a casual, short top."

Due to the scarcity of natural fibers, Hughes said silks, wools and cottons are much higher in price. He indicated, however, that polyester still seems to be an "extremely good buy-both in terms of price and in terms of wash-and-wear."

As for sweaters, he said there is a "whole new approach" to classic sweaters this spring.

"Cashmeres and Shetlands are selling on a year-round basis now. In spite of high prices in yarns, people still want cashmeres and shetlands."

Sweaters are running longer than last year, with pockets as an added feature,



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the word this season

he indicated.

Mark Raggett of M. Raggett Inc. agrees with David Hughes about denim's continued popularity.

"Denim is still very big. Everything from dresses, skirts to pants and shirts is being made in denim," he said.

Raggett said short-shorts are going to be very popular this spring in sportswear.

"The young people think they discovered them—their mothers wore them long ago."

Barbara Procter of Joanne's Boutique in Carmel Valley Village says spring into summer will see women wearing the skirt length that suits them, either slightly above the knee or below.

The colors are soft, Barbara says -- oatmeal, heather and the soft autumn color, russet, are in style.

She indicated lines are more fluid this spring, and the emphasis is on easy-to-wear clothing.

"Women in this area seem to love the conservative, timeless classic look, the kind of look that lasts a while," she said.

Fall fashion will be a return to tweeds, knits, boucles, (a crochet-like washable knit) and fine acrylics that look and feel like wool."

She said dresses are bought, but women still prefer to coordinate a blouse with a skirt or a jacket rather than buy a one-piece dress.

One final word from Barbara Procter: "M'lady is not about to give up pants!"

"H & H" Supply does not sell clothes, but they are in touch with fashion because they sell clothing accessories. Judy Cornelis of "H & H's" Creative World department sells nail heads, studs and appliques for jeans and jean jackets.

"More and more women are interested in creating their own look rather than relying on the designers. It's the do-it-yourself look, with patches, appliques, crocheted and knitted items," Judy said.

Creative World even sells paint which does not wash out because it is iron-treated afterward. "You can paint your own design on your clothing. You can put

yourself together according to your individuality," Judy says.

Lorraine Robbins of The Plum Tree joins the consensus that pastel is the color this spring. "We're seeing beautiful, ice cream colors -- pinks, taffys, raspberries and aquas," she says.

"It's the happiest fashion picture for many years," says Vivien Gruchy of Derek Rayne, Ltd. "It's a return to the simple, but elegant look in clothing."

"We are going back to the classic understated look, made beautiful with your own personal accessories. The fabrics are those that feel good to wear -- weather they be pure silk or the man-made fabrics that handle like crepe de chine," she said.

"The length? Just where it is most becoming, though there is a slight trend towards the covered knee."

Natural

Natural. That's the word that seems to be dominating the Spring fashion scene. The natural look. Kirk Davidson of Mark Fenwick agrees: the colors are natural tones (from camel and beige and string into the browns), the fabrics are natural (muslin and gauze). Jewelry is being made from wood, bone and shell; hats are being made from straw.

He feels that one of the most exciting looks this spring is the sheer print shirt. It can be worn by itself or over halters or T-shirts. The shirt is worn as a jacket, usually with pants or jeans.

The T-shirt is still very important this season. It also can be worn in many ways -- under a blouse, over a blouse or alone. T-shirts come long or short sleeved, or with cap sleeves, also known in the industry as "muscle sleeves." The tank top has lived to see another summer.



THE FUEL may be short, but the skirts aren't. Nancy Hastie of Freckles says the Parisian look this spring is knee-length skirts.

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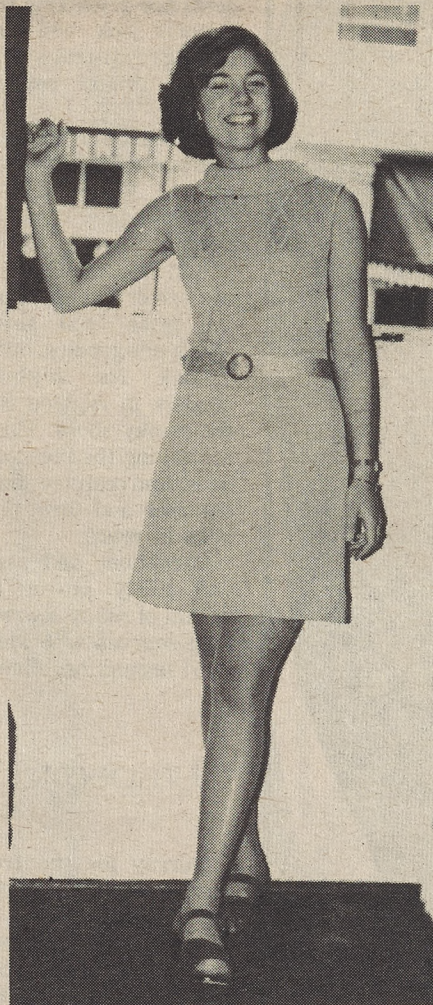
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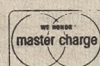
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Paris fashions look like late show re-runs

These days when Paris' couturiers say "oui, oui," the rest of the fashion world is just as likely to shout "non, non."

And thank goodness for that. Otherwise this spring would find us all smoldering sulkily behind feathered boas a la Marlene Dietrich as we strode around in mannish, mid-calf, tailored suits with Carmen Miranda turbans swirled about our marcel-waved heads.

Paris' high-fashion designers are caught on a wave of nostalgia that has swept them backward to the clothes of another recession era, the 1930s.

The spring-summer collections shown during recent weeks in Paris look more than ever like reruns from the late, late show.

But don't let the grand couturiers hear you say that. For they will deny it.

Yves St. Laurent, for one, denied it before the question was even asked: "My collection was a '30s spirit of femininity pushed to the extreme," he said, "but it's not retrospective."

And a spokesman for Andre Courreges added hastily, "Our evening clothes are soft and fluid. But it's 1974, not 1930."

Still, the French collec-

tions were virtually dripping with fox furs, pearls, face veils, long scarves, carnations, and silk georgette.

Models with white-powdered faces twirled through the salons in full-skirted, puff-sleeved dresses printed with little red cherries.

Others pranced about in flirty, drop-waist, white muslin dresses with pleated skirts and beaded tops, frocks that would be just peachy for the Charleston, but more than a bit dated for the latest disco rage. The Worm.

So, pardon, monsieurs, but we find it difficult to see anything but the '30s in such memorabilia.

It's as though the French were saying that high fashion is only for those who dance the tango and relish the elegance of broad-fendered automobiles, silver finger bowls at dinner, and ocean cruises.

But what does all of this mean to shoppers who choose their ready-to-wear clothes from racks in shops along Main Street, U.S.A.? The '30s look will probably be only vaguely felt here -- but it will be felt.

Part of the salvation of the French designs is the graceful flow given them by soft, opulent fabrics that are too expensive to translate into ready-to-wear lines.

And most of the intricate tucking, pleating, and stitching would likewise be too expensive to knock off.

Nevertheless, fashion seers are predicting that the French look will have a strong influence on the higher priced ready-made clothes.

All fashions this spring and summer will likely be softer, more graceful, more feminine as a result of the nostalgia mania.

And accessories, which are easier to copy whatever the price, will show the oldies-but-goodies influence.

Look for high-heeled sandals to replace most of the clunky shoes. Thin belts are taking the place of wide ones. And costume jewelry is slimmer and finer than it's been in years.

Carnations and camellias will likely bloom at the bosom of many a dress, and long scarves will whirl and twirl around necklines.

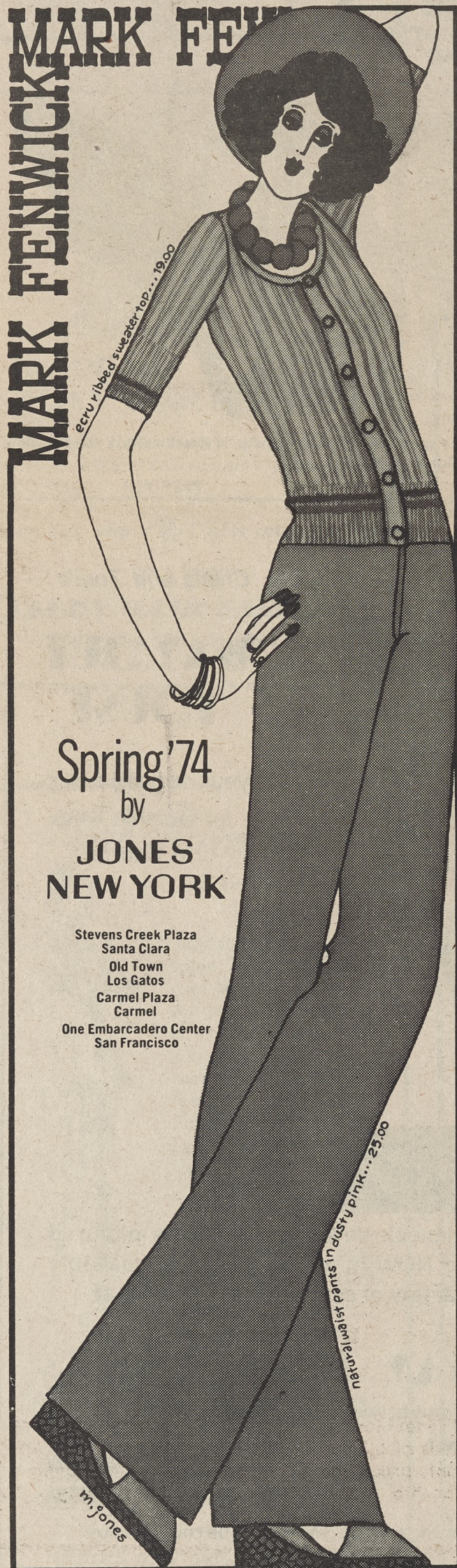
Jumpers for joy

Hurray for the free and easy look of jumpers for girls...simple to sew, simple to care for in cottons and blends, in lightweight knits. They will wear them over shirts, bodysuits and knitted tops in Spring for a pulled-together look. Wear them alone for hot-weather dressing. Children's jumpers look newest in seersucker and other puckered fabrics, in woven or knitted denim, in awning stripes, flower and novelty prints and gingham checks.

Young fashion-leaders this spring will be seen in...the easy little-nothing dress, copy-cat of mama's and sister's. Little knits are "big" for all ages, including the small ones who don't like being gussied up.



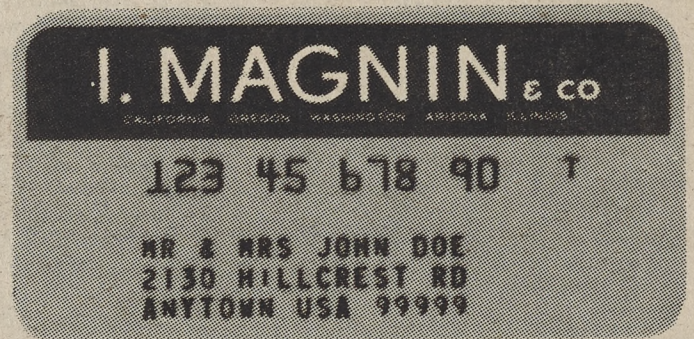
FROM MARK Fenwick, Carmel, Yoko Whitaker bias stripe sweater by renee tener (\$22), gabardine blend pants by pierre d'alby (\$54), Madcaps made in Ecuador hat (\$11), Echo scarf in large herringbone print (\$8), Bonnie Cashin for Coach Leatherware Leather briefcase (\$51) Ann Klein belt in camel and vanilla leather (\$14), Ann Klein linen and patent clutch (\$33), and Willie Woo multi color wrapped choker earrings and bracelet.



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You and your nails: heredity controls their quality

You can blame your ancestors for your chipped and broken nails.

Betty Burns, a manicurist trained to apply a special type of protective nail extenders over problem nails, says the strength of your nails is hereditary.

"No matter how much gelatin, vitamin supplements or calcium you take, your nails are going to remain basically the same. You are stuck with the kind of nails you were born with," she says.

Recommending the nail toppers to improve the appearance and protect broken nails as they grow, Betty also encourages her clients to give nails a healthy break in regular care and habits to take off the constant pressure.

Betty's topping material is a blend of liquid and powder that dentists use in capping teeth.

The method is to put a lightweight frame around the sides and under the tops of the nails and coat with the protective mixture, extending it out over the top of the frame. When the application dries, the frame is removed, leaving the nail somewhat frayed at the top, but longer.

"Then we file and smooth the nail to proper length and smoothness," Betty said.

"Since the new nail is not preformed but applied over your own nail, it is entirely individual, with the shape determined by your natural nail."

The coating grows out with the nail that it has become a part of. Manicures are given right over it. When one breaks or comes loose, it is replaced. The first application is often the only one that includes all of the nails at one time.

Many of her customers disagree with Betty about the blunt or slightly oval shape she files. Her answer is good advice for nail care.

"Women should never file their nails to points," she said. "The weakest part of the nail is in the pink and the tip should help protect it. A point weakens what should be the strongest part of the nail. A broader tip gives the entire nail more support."

"I think of it as the span of a bridge. The curve strengthens the bridge and a curved or blunt tip helps support the nail."

For protection of nails in fairly good condition are caps of fiber glass tissue called "Juliettes," to reinforce the nail tip, strengthen the weakest point.

Procedures in applying complete coverage or caps relate to the natural

structure of the nails.

"Our nails grow straight from the cuticle in cell layers," Betty said. "We may have from 50 to 500 layers. The number determines the strength of the nail."

One of the most obvious ways to weaken nails is to peel off polish.

"When you peel polish you take a layer of nail with it," Betty said. Time takes its toll, too.

"Your nails, like your hair, change as you get older," Betty said. "Nails may get more ridgy or weaker. People who suffer from arthritis, however, may find that their nails get stronger as they get older." She recommends regular care, whether you do your own nails or have professional manicures.

"Women usually slap on a coat of polish and consider their nails done," Betty said. "To keep nails healthy, cuticles should be pushed back and treated with oil."

"When the nails are ready for polish, you should begin with a base coat and follow with two coats of polish and a top glaze."

"I recommend that my customers put a coat of glaze on their nails every day, or at least every other day," Betty said. "This will help polish last longer."

Betty considers work gloves a must.

"I think of nails as I do fine pieces of furniture," she said. "If you leave furniture outside, exposed to the weather, it will streak, scratch and peel. The same happens to nails left uncared for."

Betty encourages women to use knuckles or cushions of the hands instead of fingertips in routine activities.

"I have customers who tell me they don't do a thing to hurt their nails," she said. "Then, I will ask them to switch on the light, open a drawer or turn the doorknob."

"They always lead with one or all four fingers, plus the thumb. Every time you hit a nail, you weaken it."

Betty has a way of bending her finger and allowing her knuckle to take the weight in grasping a drawer handle or doorknob, flicking a light switch or pressing telephone buttons.

"If you have a dial phone, you can always use a pencil instead or key if you don't have a dialer," she said. "Sliding doors can be opened with the palm or cushion of your hand. Just think as you do routine things and you will discover that it is easy to develop habits to save your nails."



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Cosmetics should be more than psychology in a bottle

Adrien Arpel, the whirlwind who has built \$400 in baby-sitting money into a \$4 million-a-year cosmetic business, insists her success has nothing to do with brains.

"It's a neurotic drive," she says. "I used to think it was a great sense of professionalism, but now I'm old enough to know better."

Neurotic drive or not, talk with the 33-year-old beauty expert who launched her business at age 17, listen to her talk to customers, and you know that there are plenty of brains beneath that shoulder-length auburn hair.

Brains, drive -- but what else?

A successful stockbroker husband, for one thing -- Ronald Newman, who first injected money into her fledgling business, and has since steered its financial course.

But don't give him all the credit. Adrien had already built her business to 75 cosmetics concessions operating in beauty salons by the time she married him at age 19.

The success of Adrien Arpel has a lot to do with her almost intuitive sense of the needs of the ordinary woman:

--The factory worker who comes home each evening with grimy skin.

--The city woman who lives in a polluted atmosphere.

--The busy woman who,

even if she has money for beauty spas and weekly facials, doesn't have time for them.

--The woman who doesn't know the right cosmetic colors to choose, the best way to blend makeup, or how to stick false eyelashes on straight.

Most women know the problems well. But it's surprising to find a big cosmetic name who admits they exist, too. Adrien, however, is surprisingly hard on the business that has made her a wealthy woman.

"The cosmetics industry is a billion-dollar business built on fluff -- psychology in a bottle, not substance."

She has built her business, she insists, on the practical needs of the "average" woman.

She started out 16 years ago by persuading hairdressers to let her open concessions in their salons, where women could try on cosmetics privately like they try on a dress.

Next she was into "finger-paint" cosmetics that can be smeared on almost any way and still look right. She followed that with false eyelashes individually put on in the salon to last about four weeks.

Then Adrien, who has for several years been the makeup wizard behind the beautiful faces on the televised Academy Awards programs, took interest in

how Hollywood stars and jet setters were jetting off to Switzerland for \$100-an-hour facial treatments. How to bring this kind of treatment to her customers?

Adrien and her husband found such a spa in Geneva, complete with all the latest electronic gadgetry for cleansing and vacuuming skin -- and bought the whole thing for \$500,000. Then they brought it back to the United States, refined and reproduced the equipment.

And there you have it -- the much-publicized Adrien Arpel treatment that steam cleans, vacuums, sprays and brushes clean tired, soiled skin and tightens it up with creams and potions made from such organic stuff as spearmint, coconut, almond, honey and orange.

The full process takes an hour and costs \$20.

For the woman who doesn't have an hour or the \$20, there's a mini-version available for \$7.50. The most recent addition to the Arpel treatment was introduced last month at Bloomingdale's in New York. It's a logical answer to a logical question: the skin is clean, so then what?

If the customer has the patience -- and the faith -- Arpel has the process that measures the skin's moisture content electronically.

There's also a life-saver shaped, adhesive-backed patch that removes cells from the skin, transfers them to a slide, and projects them in magnified version onto a screen in all their gory glory -- revealing parched, dry-skin lines, remaining blackheads, and enlarged pores.

The electronic age has come to the beauty industry and reveals all. But Adrien insists it's more than just gimmickry.

"We can reveal what your guess cannot," she said. "You may live close to the beach and seem to have dry skin. But underneath that external calloused layer,

your skin may be oily so that, in reality, you've treated it all wrong. That's what we can determine."

Once it's determined, the final step in the Arpel

process is to formulate a makeup based on the skin condition -- adding moisturizer, drying agent, or vitamin E, depending on need -- and color.



SHE'S NOT your ordinary scrub-woman, but Adrien Arpel chases grime from skin pores with all the fervor of the White Tornado with this device.



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Clothing can make or break the man, it says here

Monday you're a tiger. But, Tuesday you seem ill. Wednesday you wonder what your girl friend sees in you.

How can you change so fast? If you think back, you may find the answer. You may not have changed at all. Your clothing may make the difference.

"A man's clothing can be expensive and in good taste and still be wrong for him," says Gerrie Pinckney.

She says the choice of the right colors for each man is the key to that man always looking his best.

"Men are just as concerned as women about their appearance," says Mrs. Pinckney. "But, except for the very secure man, they don't want other men to know."

"When an insecure man

starts to dress better, he looks and feels more secure."

Skin tones, eye color and hair coloring determine which season a man or woman is. There are a few persons who are a combination of seasons.

She starts by putting a man into his correct season.

The winter man may have been a towhead as a child, Mrs. Pinckney says. This man may have red in his beard and sideburns. Usually his hair is medium-light to dark brown, chestnut, brown-black, black, white or gray.

The winter man is design rather than color. He is the black and white type. Like Cesar Romero and Robert Goulet, the winter man is a

charmer -- a real Don Juan.

The true primary colors, hot-vivid-royal hues, black and chalk-white are his colors. The winter man avoids orange, orange-red, rusts, golds, yellow-greens, yellow-beiges, and browns, except for very black-brown as they clash with his skin tones and hair color.

He looks fabulous in formal attire, velvet lapels and ruffled shirts, Mrs. Pinckney says. He should wear fine worsted wool, gabardine, sharkskin and plain knits. He should wear jewelry of silver with diamonds, emeralds, jet crystal, sapphire and blood-red rubies.

The autumn man is Charlton Heston, Robert Redford, Kirk Douglas and Burt Lancaster.

He is an anomaly, most often an extrovert, says Mrs. Pinckney, but at times he is quiet and reserved. He knows his own mind and is quick to make decisions.

The autumn man thrives on luxury and he loves the spotlight. Extreme styles in sportswear are his. For dress, he wears plain surfaced fabrics like knits, flannels or gabardines. Metal and wood colors are his. They point up his hair tones which range from carrot-top to deep auburn to warm chestnut, strawberry and honey blond. If his hair is brown, it has golden highlights.

Jewelry for an autumn man, should be yellow-gold, bronze, copper or oxidized gold, Mrs. Pinckney advises. If you're a spring man, look for jewelry with stones that sparkle set in yellow-gold. Never buy massive or bulky jewelry.

The spring male is like a late winter's storm; exciting

and unexpected, but fun to have around.

He dislikes going to bed early and loves to sleep late. He has a mercurial disposition and may sulk if he doesn't get his way. But a spring man is ageless with a clean-cut, wholesome, natural appeal. He is Danny Kaye, Glen Campbell, Steve McQueen, Pat Boone and Doug McClure.

A spring man's hair type may be flaxen blond, golden honey, strawberry blond, or light to medium brown with golden highlights. His hair usually darkens with age.

Mrs. Pinckney says this man looks best in lightweight woollens, silk and knits for his suits. In shirts he wears batiste, oxford and broadcloth of small designs, gingham, checks, polka dots and small stripes.

Paul Newman, Andy Williams, James Stewart and Robert Young are summer men.

The summer man is a

morning person and is happy playing the role of a father. He is gracious, poised and inspires confidence in women.

Mrs. Pinckney says he is the salt of the earth and the backbone of the nation. This man should never wear black, orange, gold or any strong, bold color. But summer's man looks appealing in off-white, soft pastels, gray-blues, blue-greens, blue-reds, plums and wine tones. He may be fair or tan easily and as a child the summer man often was a towhead, but as an adult his hair is frequently called mousy.

He should keep his rings, watches, tie clips and cuff links simple and of silver, platinum, white gold or rose gold. Within each season, there are variations, but if a man learns his correct season and follows his colors and styles, people will say he looks great and not just that he has on a nice suit.



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Chaperone

In the Sixteenth and Seventeenth centuries women frequently wore small hoods called chaperones. In time the older woman who accompanied a young woman in society came to be known as a chaperone since, metaphorically, the experienced married woman sheltered the youthful debutante as a hood sheltered the face.

Romantic mood

Romance is one of the most influential trends of the Spring-Summer '74 season. The romantic look is more than a silhouette, a detail, or a fabric. It's a mood, a feeling, a new concept of dressing, a giant step away from strict classic lines towards softness and, inevitably, the dress. The romantic mood is a conglomerate -- pulling its influences from Victoriana, the Gibson Girl, the frontier,

the peasant, a child's Christening dress. And although it is primarily a young look now, its influence will be felt among all age-groups.



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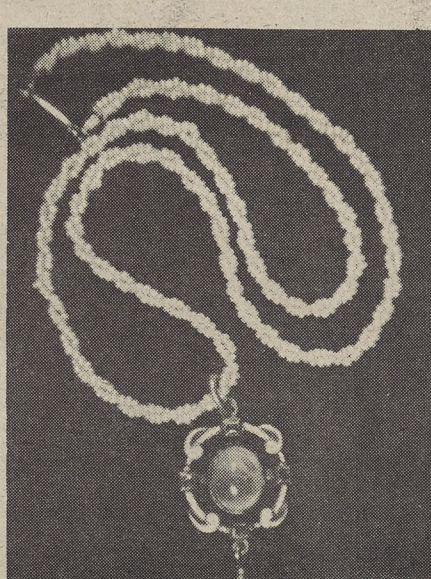


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Hair is important to good fashion - any time

Women's quest for curls in their hairstyles is truly a matter of history. Through the years, they have tied up their crowning glory in rags, ironed it or covered it with harsh chemicals -- all in the name of "curl."

Since curly hair-do's are staging a fashion comeback this Spring, it's interesting to compare what was done in the past to help curl with what's going on today in beauty salons across the country.

In the 1920s, women bobbed their hair and marcelled it with a hot iron

to sizzle in the waves. A few years later, they sat under a complicated electrical contraption, an early permanent wave machine, which gave more frizz than curl.

The Depression years produced a machineless wave, utilizing chemical heat-producing pads, but its cost was prohibitive. The cold wave came along in the late '30s and women took to having their hair curled with a chemical process.

Today, women can have their curls with a lot less time and effort along with

softer results. There are new advanced techniques and products, such as Uni-Perm, the precision perming system developed by Helene Curtis. It utilizes heat -- similar to the idea of electric rollers -- to achieve perfect curls on any type hair.

When a woman goes to her beauty salon for this type of wave, special heat clamps are warmed and attached to the hair, which has been wound on rods just as for a conventional cold wave. This mild heat combines with a gentle conditioning formula

to produce a uniform wave pattern throughout the hair.

Because UniPerm processes automatically in just six minutes, there is no chance of overprocessing, dryness or frizz. Even long hair is curled evenly and looks very natural, not kinky and tight as in perms of years past.

The end result is a springier, softer wave that's full of body and bounce. It's the easy and convenient way for contemporary women to curl their hair and look their fashionable best.

The natural look

Henry of Henry for Hairstyling recently attended the Spring Trade Show at the Sheraton Hotel in San Francisco, and he says that the spring styles have been determined.

"We are definitely going to see the layered look on the top of the head, though the layers will be longer than last year."

"It is the year of the combed out, natural look. Hair is supposed to look as if it was towel dried or blow dried. The rat is out. The curler is out. Long hair is no longer in style."

He indicated that though hair is going to be a little curlier this season, it will not be terribly curly. "The ideal is the slightest natural wave."

LaVonne Ray Andrews of Salon de LaVonne agrees: "The latest thing is the natural look."

She also agreed that the layered look is back, but that it won't be like the shag, but rather longer in front and short in back.

"A short haircut does not always mean a cropped coiffure," she said. "What is now popular is what we call 'quick service' -- a good hair cut blow dried."

Bangs are being cut with a side dip, often with a wave on the side that flips up.

The lighter, sun-streaked look is what's new in toning. It is done by using streaking cups rather than bleaching cups. The advantages of the new method are that it is painless, and that it is more precise. The streaking cups allow the hair operator to strategically place the color with more accuracy. "It is a more creative way to do hair coloring," she said.

She also indicated that hair coloring is now "color on color" -- that is, blonde on

blonde, or brown on brown. The color is placed so that different shades of the same color are highlighted. The hair does not reflect one overall shade. "The bleached blonde look is completely out."

"The back combed, or teased look is gone. Women want a softer look."

Finger waves return

Fashion does not end with the clothing one wears -- the total over-all look is what is important and the total look includes the hair style.

Paulette Missud of Paulette Hairstyling says short hair-dos are coming back, specifically ones with a lot of waves.

"The finger waves and curling iron-look of the 20's and 30's is becoming fashionable," she says.

Pat Wilkes of Pat's Valley Hair Fashions agrees: "There is a nostalgic revival of wavy movement and a super-importance of cut is evident everywhere."

"The style is getting softer-looking and curlier. The key for spring is the natural look. Styles are free spirited but controlled with precision cutting and expert conditioning," she says.

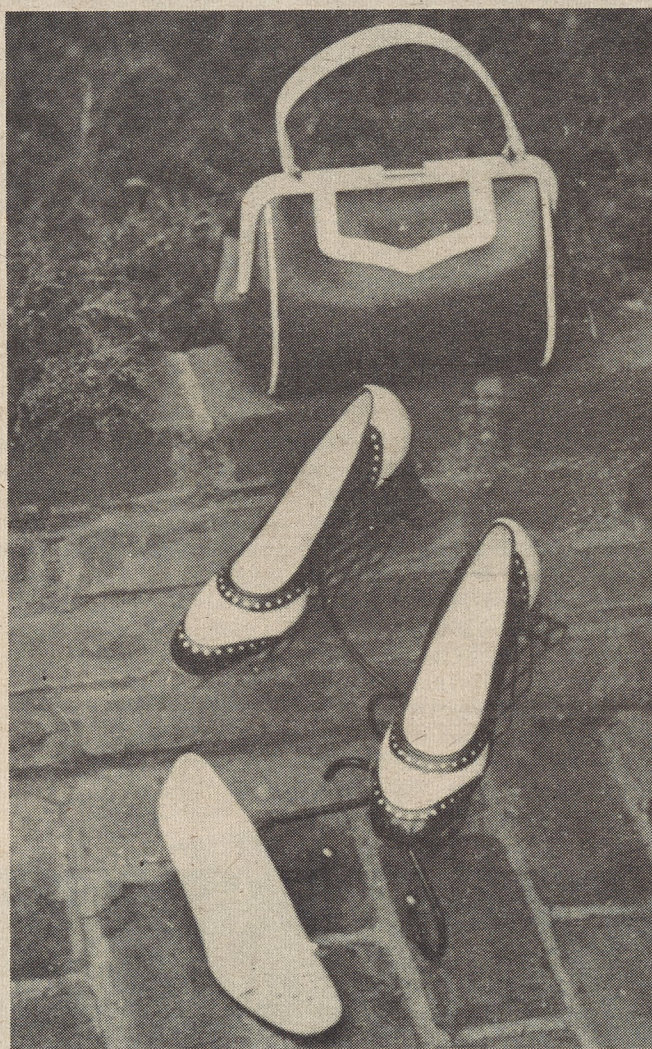
"Lines are versatile, making an image change as easy as a flick of the brush -- all based on professional care from cut to perm to color."

She indicated hair glazing is the new word in hair coloring. Hair glazing is coloring for natural look. Glazing creates shaind or highlighting effects as close to natural light reflection as possible.

Pat also said men's cuts are getting shorter, with more emphasis on style.

"We call it the more natural look. It is easier to take care of."

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What's new in children's fashions

Gladys McCloud says the little girl is imitating her junior sister much more than in the past. There is still a definite "little girl's look" she said, but it has adapted to more mature styling.

"It is no longer the baby look."

She indicated there are now even bikinis for little girls, as well as halter tops and sleeveless dresses.

"And of course there are long skirts and dresses for all ages," she said. The faded denim look is also not restricted to one age group, being popular from young girls all the way through teens and adults.

Mrs. Y. Chang, the buyer for juniors at Gladys McCloud, displayed interesting new prints with painted designs as well as Chintz, a wallpaper print on shiny cotton. Halter tops with blouses to match are popular, as are halter dresses.

"The feminine look is back, with voile, and other sheer fabrics, as well as polyester and cotton with lace trims," she said.

"Beige is a very strong color, the natural tone, green is also very popular."

Mrs. Swallow of Belles and Beaus agrees with Gladys McCloud, children's

fashion are looking towards the older ages for the fashion clue.

"Pant suits have taken the place of dresses for little girls this spring."

She said knits are still very popular, as well as wash and wear. "The usual pastels, and navy and white are the colors of the season, as they have been in the past."

"We are also carrying a lot of coats in bold navy and white check for the 7-14 year old girls. For the younger children, coats with embroidery detail and petipoint are popular."

Youngset fashions

Boys' Accessories for Spring. The classic and traditional moods set in the fall will continue to influence young boys' fashion in accessories. Skinny belts are no longer considered a major fashion contender as widths expand to one and one-half inches. Less "hardware," thinner buckles, and saddle-stitched styles will take on added emphasis as smooth textures and simple designs give a tailored look to young boys' wardrobes. In ties, pastels and solid brights with lots of surface interest will get much of the fashion play. Slub effects and seersuckers will make the spring scene in both bow ties and con-

ventional ties. Linen will be a significant fabric; cotton and a silk-like synthetic are described as "running large." Accessories are usually at the tail end of the ladder when it comes to buying fashion items for boys. But the trend is definitely moving toward "dressing up" and most retailers feel that the concept has really gained momentum.

...Little gentleman's denim coverall with reversible jacket, if you please...correct masculine touches on a small scale...Wool with a 'way-out feeling. Jumpers, coats, suits with a nappy tailored

look...for little girls...nifty knit jumper in white with yellow striped top, coordinated with white sweater to vie with the daffodil and narcissus.

The Slip

At one time everyone wore a full slip. Then it was the half slip; the chemise slip; the short slip; the bra slip; and so on. But, for Spring-Summer '74 the important slip is the one that's meant to be seen on the streets...the slip dress!

Undergarments

"With the active life women lead today, they want undergarments which are comfortable and functional, says Dorothy Ubrick of The Hour Glass in Carmel.

"The new look in intimate apparel is emphasized on more control in bras and girdles now. We are getting more calls for girdles and body slimmers now than we have in the past five to six years," she said.

"Women realize the need for and fashion demands more control in intimate apparel."

She indicated the natural look is not being abandoned, but that there is more support than the no-bra look of the past few year.



PAT BOND, store manager at Gladys McClouds, holds up a new halter-style long dress for little girls.

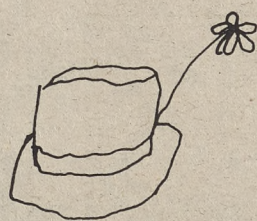


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At 79, she's a cowboy boot business tycoon

Miss Enid Justin is 79 years of age -- peppy, full of ideas and healthy as can be. She smiles a lot. And the reason? She enjoys being president of her own \$7 million-a-year cowboy boot making enterprise (Nocona Boot Co.) in Nocona, Tex.

She started on a \$5,000 loan and now her boots are one of the best-known names in the business.

Miss Justin is a powerhouse of energy and conviviality and when she's in town, she reports to her

plant regularly at 7 a.m. When she's away -- and that can be fairly often -- it's usually on a rigorous schedule of public appearances on behalf of her business and the boot industry as a whole.

Though she does not smoke or drink, America's first and probably only lady of cowboy boot making does concede, "When I get mad, I cuss a little."

Her philosophy? "It's not what you know that counts. It's what you do with what

you know that makes the big difference.

"No. Life's not always kind. But if you'll just keep plugging, you'll find it sure is interesting. Besides, it's no fun to quit!

"Work and staying active is the remedy I can highly recommend for most of today's problems which so many people seem to have. I don't plan on letting the rockin' chair get me!"

She loves Texas and the United States, "I'm thankful

every day that I've been blessed to live in this country and to have been able to share its fruits with good, honest people.

"I'm not a bit bashful about being patriotic because I figure that's one way of showing my thanks. I'm proud of the United States and our boots. You know, they kind of go together," she says, her eyes twinkling.

She is called Miss Enid by all who know her. She started to work in her father's shop in 1906 when she was 12 years old.

"In those days, everything was done by hand," she recalls. "It was a family business and our shop was just a small building near our house. I designed my first pair of boots when I was 14," she says. "I got the idea for the pattern, of all places, from a velvet brocaded couch."

After her father died in 1918 her three brothers decided to move the J.J. Justin & Sons factory to Fort

Worth. She felt that if her father were still alive he would not want the factory moved.

So, in 1925, when her brothers did move to Fort Worth, Miss Enid stayed on in business in Nocona and organized her own company.

"At first, a lot of cowboys didn't care to do business with a lady boot maker," she points out. "For a while, it looked like I might lose everything. But we had some loyal employees who were highly skilled craftsmen and we kept going with a lot of plain old hard work."

Her home was turned into a rooming house, she sold coal, and at the shop she served as her own one-woman office and as shipping clerk, stenographer, credit manager and the firm's first traveling saleswoman.

Accompanied by her sister, Miss Enid made her first sales trip into West Texas in 1926. Her answer to those who prophesied doom was: "Well, mother taught

me to cook and wash and clean house and I can always fall back on that to keep body and soul together."

She says the roads looked like cattle trails in those days. "And for good reason -- they were cattle trails. Our old Model T took a pretty good beating on that first sales trip. In fact, we lost a back wheel once -- it came loose and jumped over a fence. Despite the hazards of the road, though, the trip was a success. We came back with a book full of orders and a new market for our boots."

With the discovery of oil near Nocona, the company's business began to boom. Under her leadership it's grown ever since.

Quality is paramount with her. "Boot making is an art and we continue doing a lot of work by hand," she emphasizes. "Our people today take the same pride in their workmanship that made my father's boots so popular before the turn of the century."



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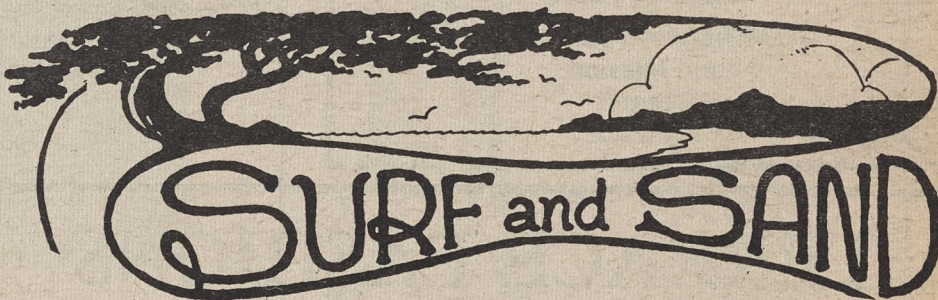
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